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MAD MUMBLINGS

We'd like to start the column off with an announcement we are pleased to make. A collection of the best stories from MAD has been printed and bound in a Pocket-Book edition by the Ballantine Book publishers. Copies are available for 35c at your magazine-stands and book-shops. -ed.

Dear Editor:
I enjoyed reading issue #17 of MAD, but it gave me a terrible headache because some dope put the cover on upside-down and I had to stand on my head to read the book. I didn't want anybody to think I was reading the book with the cover upside-down.—Flat Top—(No Address)

...What are the addresses of the bee-utiful candidates for Miss Potgold of 1955? I like the one with the pony-tail.—Tommy Anvill—Brookline, Mass.

...My vote (gasp) my vote is (ugh) Miss Bontney Flent.—Rich—(No Address)

...Enclosed you will find my ballot for the Miss Potgold '55 contest with one slightly aged bung; also, one genuine shark's tooth from Florida: and one sample of radio-active pitchblende from Canada. The shark's tooth is guaranteed to prevent paint-pots from falling on your head when you pass under a ladder. With one of these in your pocket, the painter will fall on your head.—Barry Roth—Mt. Kisco, N. Y.

...The returns are in from that Miss Potgold contest and George has won, hands down. However, the contest has been invalidated since most of you dirty cheapskate bums didn't send along your bungs from kegs of Potgold beer.—ed.

...I couldn't enclose the bung from the keg of Potgold beer because I don't have the money, there isn't any sold where we live, but mainly I don't drink beer.—Stuart Glass—(No Address)

...I liked the Potgold feature. I thought that the candidates took sheer genius to draw.—Brian Daly—Bronx, N. Y.

...I just had to write and tell you how much I enjoyed Basil's (Miss Potgold) story.—George Ball—Woonsocket, R. I.

...We know that lampoon material is dwindling rapidly, but that is no excuse for those (echhhh) 6 pages of tripe by Basil Wolverton in #17. Leave the pages blank and we can *droodle* on them.—Al Heumann—Upper Darby, Penn.

...The girls you drew as the future Miss Potgold were disgusting and sickening. I also think you should leave the beer out of the comic-books. There is entirely too much beer being advertised now where kids can see it without it being in the comic-books. Now I know why they are banning some of the comic-books.—(Anonymous)

...In reading issue #17, I liked very much the Potgold feature. I think that you really showed what beer is. Keep up the good work.—(Anonymous)

...One item that you forgot in Julius Caeser is practiced by almost every comic-book publisher including yours! This is, the practice of putting exclaimation points after every sentence!—Peter Graham—Fairfax, Cal.

...We of SPACMWP (Society for Prevention of Abuse, Cruelty, and Misuse of the Word Potrzebie) were horrified when we read the letter of Mr. Moss, Pres. of SPAMWF (Society for Prevention and Misuse of the Word Furshlugginer), in which he came right out and insulted the word Potrzebie. Such thoughtlessness and insolence cannot go on unnoticed. We thought it was bad enough the way you were mutilating the true meaning of the word in your stories. We wish you would stop. Also, we demand an apology from Mr. Moss.—T. R. Lee (pres. SPACMWP)—Waukesha, Wis.

...You can't imagine how shocked we at SPAMWP (Society for the Prevention and of Abuse and Misuse of the Word Potrzebie) were when we read the letter from that Burl Moss person.—Robert Jolly (pres. SPAMWP)—San Antonio, Tex.

...We think that this is a very uncouth accusation and from now on, we of APMUWP (Association for Prevention and Misinterpretation and Use of the Word Potrzebie.) will have nothing to do whatsoever with their silly word.—James Cromwell (pres. APMUWP)—Rush, Tex.

...We of the SFWP (Society for the Furtherment of the Word Potrzebie) demand an apology.—Philip Winterson (pres. SFWP)—Winchester, Mass.

...I was amazed at the blast you took at Joe McCarthy and Roy Cohn. in MAD #17. It seems like you guys should leave your hands off politics in your mags. Communism is no joke!... and neither are the men who fight it. You can't stay in business writing stuff like that.—Nelson Lyon—Parsippany, N. J.

...MAD analysed: *Psychologically*—A release of socially induced inhibitions through hyperbolic portrayal of the conventional aspects in the inhibitory agents; *Egoistically*—A mechanism for personal (editors) and general (readers) exultation by ludirous grasping of the universal components which comprise existence; *Historically*—An inevitable reaction to the current evolution of human understanding where traditions, prejudices, systems, cultures and technology have been extended to unprecidented planes of specific intricacy but total incongruity;—*Medicinally*—An ingenious consideration of the world's prognosis and superb panacea for the condition; *Metaphysically*—A bold and expansive effort at comprehending in the most possible omniscience and frequently *sub specie aeternitatis*; *Pecuniously*—A diabolically clever method of obtaining a speedy shekel (fast buck).—Ernest Sherman—(Negative Residential Indication)

.. Wallah! What a magazine! The stories within these covers would have pleased the Commander of the Faithful himself. Has it not been truly written...There is no MAD but MAD, and Melvin is its Prophet. Salaam, Sidi Effendi, and by the Ninety and Nine Names of Potrzebie, give us more.—Sheik el John el Gaboury—(No Address)

...I think your mag is swell for squashing spiders.—B. L. D.—Blythe, Cal.

...I thought you'd be interested in knowing that your comic is more popular than igisher, ehougha, and many more.—Peggy Dart—San Diego, Cal.

...What kind of idiot is so touchy that he will mistake the Mona Lisa for the Madonna or shout "Prejudice!" when you satirize an already satirized Chineses (Mad Mumblings, Issue #17)? MAD is by far the most intelligent and mature comic on the market, besides the generally wittiest. From the start, you have cleverly pointed out the stupidities, the idiocies, the hypocracies of life today. You are the only comic that has dared to be subtle...to assume intelligence on the part of the reader. Your wide adult circulation has proven a point: that it is possible to be funny while you advance a worthwhile message. I think I speak for most readers when I say, keep it up. You haven't been stepping on any toes that don't need it.—Ted Nelson—New York, N. Y.

...I have read plenty of comic-books, and most of them are real childish. At least you have hit on a book that grown-ups can get a laugh out of. My buddies and I get a real jolt from your humor.—Pfc. Frank Blahnik—Yangu, Korea.

...Please be advised that your book MAD has been relegated to the incinerator since its first appearance in our home. Its ugly, sexy caricatures of the human face and form and suggestive theme are obnoxious. What a way to earn a living!—Mrs. M. E. Biggs—San Jose, Cal.

advertisement

Help us earn our miserable living. Send money for subscriptions. $1.00 for eight issues mailed in bullet-proof manila envelopes. Address all mail to:

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225 Lafayette Street
New York 12, New York

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NEWSPAPER CARTOON DEPT.! ONE THING THAT GETS US ABOUT THE CARTOON WORLD IS...YOU HAVE THESE STRONG GUYS!...NO MATTER WHAT HAPPENS...NO MATTER HOW BAD THINGS ARE... NO MATTER WHAT...WHO...HOW...WHO...WHO... HOW...HA...WHO...HA-WHO...WHO-HA...THESE GUYS WIND UP BEING THE STRONGEST!... LIKE FORINSTANCE...TAKE THIS GUY...

POOPEYE!

NOW MAZOLA OIL, HONEY... THAT'S NO REASON TO GET MAD AT ME JUST BECAUSE I YAM A SQUINTY-EYED SAILOR!

YOU'RE A SQUINTY-EYED SAILOR, ALL RIGHT... WHEN THE PRETTY GIRLS PASS BY YOU ALL OF A SUDDEN GET SQUINTY-EYED! OTHERWISE A REGULAR EYED SAILOR!

THIMBLE THEATRE NOW PLAYING "SEW BIG" A NEW YARN BY EDNA FABRIC

LIMBURGERS

THE GREASY 'FLY' CHOP HOUSE. APPROVED BY DEPT. OF SANITATION HAMBURGERS.

TROMP TROMP

Elder

I YAM SURPRISED AT YOU, MAZOLA! DON'T YOU KNOW IT AIN'T NICE TO TROMP ME WITH YOUR SHOES?

...I YAM IN LUCK! I HAVE IN THE BOTTOM OF MY POCKET, SOME OLD STEWED SPINACH!

OOH! FOR SOME SPINACH!

TROMP TROMP TROMP

CHOMP CHOMP CHOMP GULP

SWISS NAVY

TOOT!

POP!

DANG-LANG

...LIKE I WUZ SAYING... IT AIN'T NICE TO TROMP WITH YOUR SHOES!...YOU GOTTA TAKE YOUR SHOES OFF FIRST!

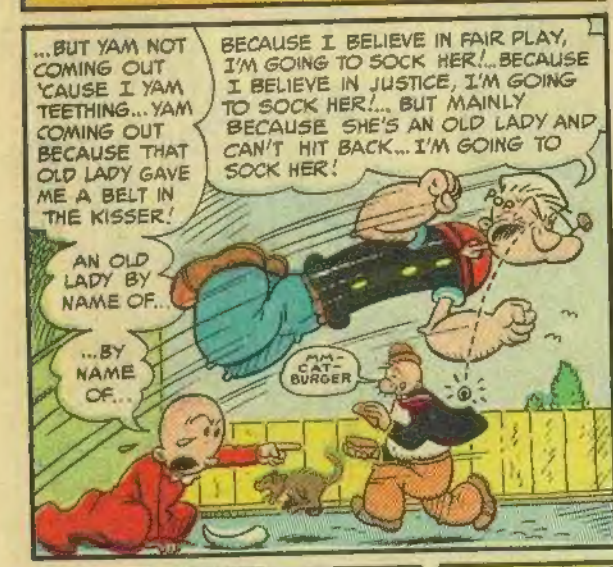
...WHEW! THAT WAS A NARROW ESCAPE!... LUCKY I HAPPENED TO HAVE THAT STEWED SPINACH!

TROMP TROMP

NOTE: BARNACLES

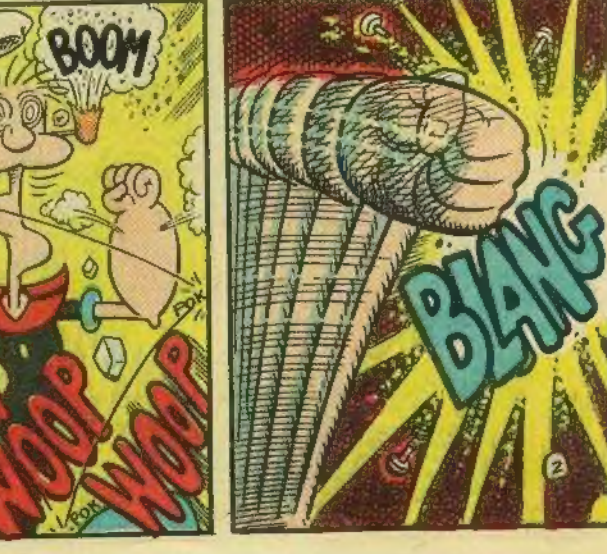
HOWEVER... EVEN WITHOUT SHOES... THE ODD CLUB-LIKE SHAPE OF MY FORELEGS ENABLE ME TO DELIVER CRUSHING TROMPS!
HARK!... I THINK I YAM HEARING SWEE'BACK CRYING IN THE BACKGROUND!
WAA
TROMP TROMP
TROMPITTY TROMP

SWEE'BACK! SWEE'BACK! WHAT HAPPENED?
... NOW, POOPEYE, DON'T GET EXCITED! BABIES CRY FOR SIMPLE REASONS... LIKE WHEN THEY'RE TEETHING... THE TEETH PUSHING THROUGH IRRITATE THEM!... POOR 'ITTLE SWEE'BACK IS 'OO CRYING 'CAUSE GUMS HURT... 'CAUSE TOOTH IS COMING OUT?
... DAT'S WIGHT, AUNT MAZOLA! I YAM CRYING 'CAUSE TOOTH YAM COMING OUT!... WAY, WAY OUT!... WAY WAY WAY OUT... INTO MY HAND!
THERE'S SOME SAILOR IN EVERY PORT - & SOME PORT IN EVERY SAILOR!


... BUT YAM NOT COMING OUT 'CAUSE I YAM TEETHING... YAM COMING OUT BECAUSE THAT OLD LADY GAVE ME A BELT IN THE KISSER!
BECAUSE I BELIEVE IN FAIR PLAY, I'M GOING TO SOCK HER!... BECAUSE I BELIEVE IN JUSTICE, I'M GOING TO SOCK HER!... BUT MAINLY BECAUSE SHE'S AN OLD LADY AND CAN'T HIT BACK... I'M GOING TO SOCK HER!
AN OLD LADY BY NAME OF...
... BY NAME OF...
MM-CAT-BURGER

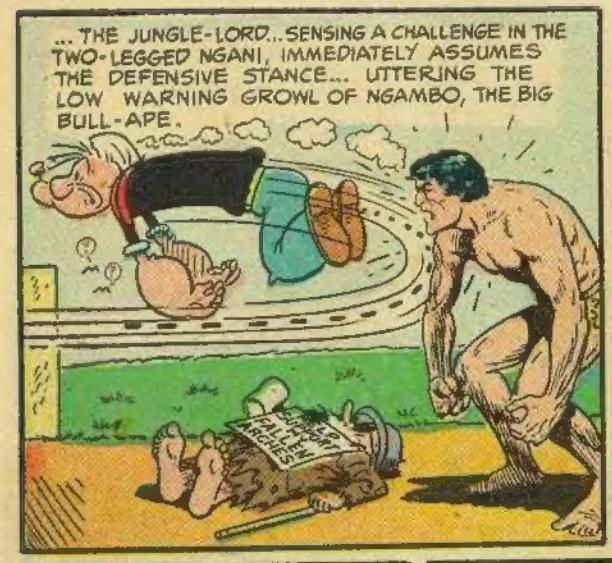
... BY NAME OF MAMMY JOKEUM!
GONNG

SPINACH... OOOH... ... S-SPINACH!
HERE, POOPEYE!... A BOWL OF MARINATED PICKLED SPINACH SPRINKLED WITH EXTRA-FINE SAND!


CHOMP CHOMP GULP!
BOOM
POK
WOOP WOOP WOOP
POK
POK

BLANG

...THAT'LL TEACH YOU NOT TO HIT SWEE'BACK AGAIN!
IF THERE'S ANYTHING I CAN'T STAND, IT'S TO SEE ANYONE PUSH SOMEONE WEAKER THAN THEMSELVES AROUND!
GIVE BLOOD HERE!
...UH-OH! HERE COMES HER SON!
S.S. KON TIKI
I SUPPOSE YOU COME TO GET WHO HIT ME, YOUR MAMMY, EH SON? ...WELL THERE'S THE ONE WHO HIT ME... THE ONE WITH THE SAILOR HAT!...GO GIVE THAT POOPEYE A GOOD SHOT IN THE HEAD!
THE NEW CHRISTIAN DOOR FORM
HEH HEH! LITTLE DOES HE KNOW THAT THE ONE WITH THE SAILOR HAT IS IN REALITY MAMMY!... BY GEORGE... I'VE ALWAYS SUSPECTED WE LOOKED ALIKE!
POW
CRAK
UH-OH!... I THINK I YAM AGAIN HEARING SWEE'BACK CRYING IN THE BACKGROUND!
BIF
SOK
WAA
SWEE'BACK! SWEE'BACK! WHAT HAPPENED THIS TIME?
...NOW POOPEYE, DON'T GET EXCITED! BABIES CRY FOR ALL KINDS OF SIMPLE REASONS! POOR 'ITTLE SWEE'BACK! IS 'OO CRYING 'CAUSE MAYBE DIAPER PIN OPENED AND IS STICKING 'OO?
...LET AUNT MAZOLA TAKE A LOOK!
JUMBO BURGER..
HOW DRY I YAM
MADAME, TAKE YOUR COTTON PICKIN' HANDS OFFEN MY DIAPER!
...BY GEORGE IT'S FANTASTIC HOW THE MINUTE THESE CHARACTERS GET INTO A COMIC BOOK, THEY START ACTING IN BAD TASTE!
BURGER-MEISTER..
BUT I YAM NOT CRYING 'CAUSE DIAPER PIN IS STICKING ME! I YAM CRYING 'CAUSE THAT OLD MAN ON THE RIGHT GAVE ME A BELT IN THE KISSER... THE FAR RIGHT!
...AND SO, ONCE MORE, BECAUSE I BELIEVE IN AN EYE FOR AN EYE... A KISSER FOR A KISSER... AND MAINLY 'CAUSE OLD PEOPLE ARE EASIEST TO FIGHT... I ATTACK!
HELP SUPPORT BOBO
AH YES... THE OLD MAN ON THE FAR-FAR RIGHT... "OLD MAN" BEING IN THE BRITISH VERNACULAR SUCH AS "OLD BOY"..."OLD CHAP," ETC... NOT-NECECERRILY CONNOTING "OLD" IN THE DIRECT SENSE...
...YES... THE OLD MAN BY NAME OF MELVIN OF THE APES!
POP!
HELP SUPPORT THE PHILADELPHIA ATHLETICS
3


... THE JUNGLE-LORD... SENSING A CHALLENGE IN THE TWO-LEGGED NGANI, IMMEDIATELY ASSUMES THE DEFENSIVE STANCE... UTTERING THE LOW WARNING GROWL OF NGAMBO, THE BIG BULL-APE.

RECOMMENDED: DUNCAN HINEZ
THE SQUINT-EYED NGANI, HOWEVER, SLYLY ATTEMPTS THE DIVERSIONARY RUSE OF OFFERING THE JUNGLE LORD A BUNCH OF JAMBO UMBALLA WHICH DOES NOT FOOL THE APE-MAN WHO TAKES A FIRM HOLD ON THE NGANI WITH HIS TOES.

AND NOW... THE APE-MAN STALKS HIS PREY, MUCH LIKE NGOWA THE LION OR NGALLA THE ELK OR MAYBE NGOOMBA THE KNIGHT OF PYTHIAS.

SHICK
WASSERMAN
TYPHOID
BOOGONIC PLAGUE
...SUDDENLY, THE JUNGLE LORD LEAPS... HIS SINEWY ARMS CLOSING LIKE STEEL BANDS... MUSCLES TENSING, STRAINING, BULGING, TILL A LOUD "CRACK" IS HEARD...

...FOR MELVIN OF THE APES HAS A SICKENING HABIT OF CRACKING HIS KNUCKLES ALL THE TIME! ...THEN WITH HIS KNUCKLES AUSGECRACKED... BACK TO THE ATTACK.

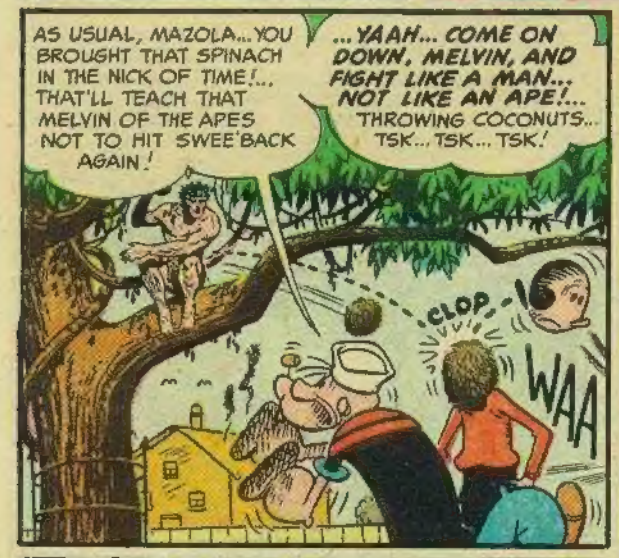
THE NGANI SAILOR-MAN IS NO MATCH FOR THE STEEL SINEWED JUNGLE LORD WHO... WITH THE INSTINCTS OF THE JUNGLE IN HIS BLOOD... STANDS PANTING OVER HIS PREY. FOR NOW THAT THE PREY HAS BEEN CAPTURED... IT IS TIME TO FEAST!

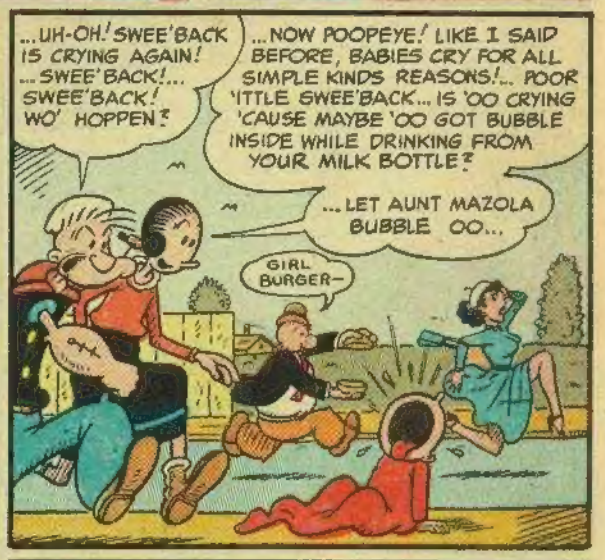
FOR NOW IT IS NGMELVIN THE BULL-APE GIVING THE BLOOD CURDLING CRY OF VICTORY BEFORE THE FEAST! ...EYES GLEAMING, FANGS BARED, THE APE-MAN CROUCHES TO FEAST... AND SO, HE EATS HIS SWISS CHEESE ON WHITE BREAD SANDWICH THAT JANE HAS WRAPPED FOR HIM.

SPINACH!
OOH...
SPINACH!
...HERE, POOPEYE!...A PLATE OF SPINACH PIZZA-PIE WITH PARMESAN CHEEZE AND GROUND-GLASS GRIT!

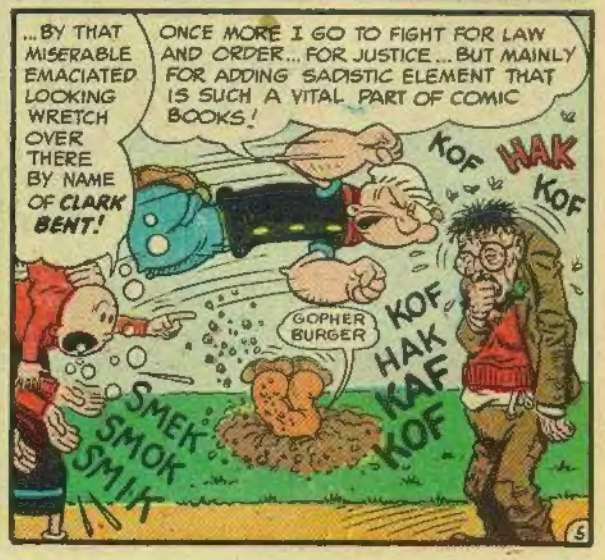
CHOMP
CHOMP
CHOMP
GULP
TSSSS
BOOM

RAT
TAT
TAT
TAT
TAT


AS USUAL, MAZOLA...YOU BROUGHT THAT SPINACH IN THE NICK OF TIME!... THAT'LL TEACH THAT MELVIN OF THE APES NOT TO HIT SWEE'BACK AGAIN!
...YAAH... COME ON DOWN, MELVIN, AND FIGHT LIKE A MAN... NOT LIKE AN APE!... THROWING COCONUTS... TSK... TSK... TSK!
CLOP
WAA


...UH-OH! SWEE'BACK IS CRYING AGAIN! ...SWEE'BACK!... SWEE'BACK! WO' HOPPEN?
...NOW POOPEYE! LIKE I SAID BEFORE, BABIES CRY FOR ALL SIMPLE KINDS REASONS!... POOR 'ITTLE SWEE'BACK... IS 'OO CRYING 'CAUSE MAYBE 'OO GOT BUBBLE INSIDE WHILE DRINKING FROM YOUR MILK BOTTLE?
...LET AUNT MAZOLA BUBBLE OO...
GIRL BURGER-

FAW CWYIN' OUT WOWD, AUNT MAZOLA! QUIT PATTING ME ON THE BACK, TRYING TO BELCH ME!... IF I WANT TO BELCH, I TAKE SELTZER!
... HOWEVER... TO GET BACK TO THE MAIN STORY LINE... REASON I AM CRYING IS... I HAVE BEEN AGAIN BELTED... THIS TIME, FOR VARIETY'S SAKE, NOT IN THE KISSER BUT IN THE DIAPER...
SMAK
SMESH
ZOK

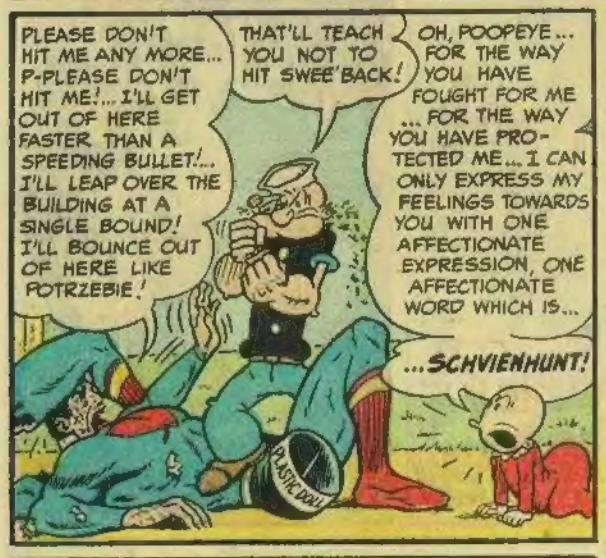

...BY THAT MISERABLE EMACIATED LOOKING WRETCH OVER THERE BY NAME OF CLARK BENT!
ONCE MORE I GO TO FIGHT FOR LAW AND ORDER... FOR JUSTICE... BUT MAINLY FOR ADDING SADISTIC ELEMENT THAT IS SUCH A VITAL PART OF COMIC BOOKS!
KOF
HAK
KOF
GOPHER BURGER
KOF
HAK
KAF
KOF
SMEK
SMOK
SMIK

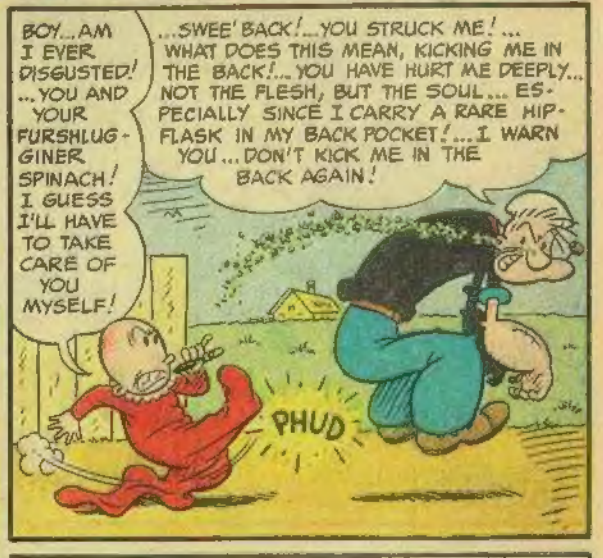
...BY GEORGE! I ACTUALLY KNOCKED HIM DOWN WITH OUT ANY EXTRA SPINACH!
(KAFF) EXCUSE ME (GASP) WHILE I GO LOOK (HAK! HAK!) FOR CONVENIENT PHONE BOOTH!
MONTGOMERY'S KOSHER HAMBURGER SHOPS
KAF KOF
...THERE HE GOES... INTO THAT PHONE BOOTH THAT JUST HAPPENS TO BE CONVENIENTLY LOCATED IN THE MIDDLE OF THE FOOTBALL FIELD NEARBY!
... THE PHONE BOOTH!...THAT NAME!... DO YOU KNOW WHO THAT STRANGER IS?
HAK KOF
KOF
...WHY THAT'S... THAT'S THE LONE RANGER!
... OH NO!...IF IT WAS...THEN WHEN YOU SAID WHAT YOU JUST SAID... THE LONE RANGER WOULD JUMP ON HIS HORSE AND RIDE AWAY WITH THE WILLIAM TELL OVERTURE IN THE BACKGROUND!... I THINK THAT CLARK BENT IS IN REALITY, SUPERDUPERMAN!
PIG BURGER
LOOK! HE'S COMING OUT OF THE PHONE BOOTH!
WE KNOW WHO YOU ARE!... TELL THE TRUTH, CLARK BENT... DIDN'T YOU GO INTO THAT CONVENIENT PHONE BOOTH TO CHANGE INTO YOUR TRUE IDENTITY OF SUPERDUPERMAN?
... BY GEORGE... IT'S A GOOD THING YOU REMINDED ME! I'D FORGOTTEN FOR A MINUTE THAT IN REALITY I WAS SUPERDUPERMAN!... LIKE A DOPE I BEEN SITTING IN THAT PHONE BOOTH MAKING A PHONE CALL!
YOU JUST WAIT THERE WHILE I DASH BACK INTO THIS PHONE BOOTH AND TAKE OFF MY COAT, SHIRT, BASKETBALL SHOES, SPATS, SWEAT-SOCKS, SWEATER, SWEAT-SHIRT, SWEAT, LONG JOHNS... WOOPS!... GOTTA PUT BACK THEM LONG JOHNS... THAT'S MY UNIFORM!
ZIP
...AND NOW I STAND REVEALED AS...
SUPERDUPERMAN!
DON'T FOOL WITH ME, SUPERDUPERMAN! I'M STRONG AS AN OX!
...I'M STRONG AS TWO OXES!
I'M STRONG AS A CAR!
I'M STRONG AS TWO CARS!
I'M STRONG AS THREE CARS!
ANYTHING YOU SAY YOU'RE STRONG AS I'M DOUBLE!
WATCH... I'LL KNOCK YOU OVER FROM THE IMPACT OF AIR BEING FORCED AWAY FROM MY MUSCLE WHEN I FLEX IT!
SMEK
RAP RAP
6

SPINACH! ...OH! ...SPINACH!
...HERE, POOPEYE!...A CUP OF SPINACH SUNDAE WITH CHOCOLATE COATED SPINACH LEAVES TOPPED WITH CHICKEN SYRUP MIXED WITH SPINACH JUICE TOPPED WITH NUT-SIZED CRUSHED GRAVEL FOR GRIT!

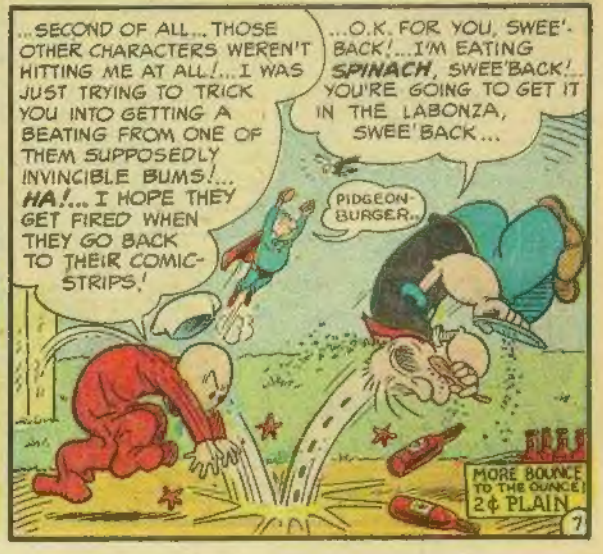
CHOMP CHOMP GULP
BLOM

BLRASHH


PLEASE DON'T HIT ME ANY MORE... P-PLEASE DON'T HIT ME!... I'LL GET OUT OF HERE FASTER THAN A SPEEDING BULLET!... I'LL LEAP OVER THE BUILDING AT A SINGLE BOUND! I'LL BOUNCE OUT OF HERE LIKE POTRZEBIE!
THAT'LL TEACH YOU NOT TO HIT SWEE'BACK!
OH, POOPEYE... FOR THE WAY YOU HAVE FOUGHT FOR ME ... FOR THE WAY YOU HAVE PROTECTED ME... I CAN ONLY EXPRESS MY FEELINGS TOWARDS YOU WITH ONE AFFECTIONATE EXPRESSION, ONE AFFECTIONATE WORD WHICH IS...
...SCHVIENHUNT!
PLASTIC DOLL


BOY...AM I EVER DISGUSTED! ...YOU AND YOUR FURSHLUGGINER SPINACH! I GUESS I'LL HAVE TO TAKE CARE OF YOU MYSELF!
...SWEE'BACK!...YOU STRUCK ME! ... WHAT DOES THIS MEAN, KICKING ME IN THE BACK!... YOU HAVE HURT ME DEEPLY... NOT THE FLESH, BUT THE SOUL... ESPECIALLY SINCE I CARRY A RARE HIP-FLASK IN MY BACK POCKET!... I WARN YOU... DON'T KICK ME IN THE BACK AGAIN!
PHUD

BOY, IT'S A LUCKY THING FOR YOU, SWEE'BACK, THAT YOU'RE LISTENING TO MY WARNING AND NOT KICKING ME IN THE BACK! IT'S A LUCKY THING FOR YOU YOU'RE KICKING ME IN THE SHINS, BOY!
FIRST OF ALL... CALL ME MISTER SWEE'BACK!... I'M NOT REALLY AN INFANT. I'M A MIDGET (AS IF AN INFANT COULD HAVE SUCH A DEVELOPED VOCABULARY)!
HERE, POOPEYE! I THINK YOU'LL NEED THIS LAST BIT OF SPINACH LEFT IN THE REFRIGERATOR!
KUF


...SECOND OF ALL... THOSE OTHER CHARACTERS WEREN'T HITTING ME AT ALL!... I WAS JUST TRYING TO TRICK YOU INTO GETTING A BEATING FROM ONE OF THEM SUPPOSEDLY INVINCIBLE BUMS!... HA!... I HOPE THEY GET FIRED WHEN THEY GO BACK TO THEIR COMIC-STRIPS!
...O.K. FOR YOU, SWEE'BACK!... I'M EATING SPINACH, SWEE'BACK!... YOU'RE GOING TO GET IT IN THE LABONZA, SWEE'BACK...
PIDGEON-BURGER..
MORE BOUNCE TO THE OUNCE! 2¢ PLAIN

AND DO YOU KNOW **WHY?**... DO YOU KNOW **WHY** I WAS TRYING TO GET YOU BEAT UP?... I'LL TELL YOU WHY!... BECAUSE I AM "**MAD-MAN SWEE' BACK**"... THE **BROCOLLI** KING, THAT'S WHY!... I OWN THE BIGGEST BROCOLLI BUSINESS IN THE WORLD, THAT'S WHY!... BUT WHEN KIDS WANT TO GET STRONG DO THEY EAT BROCOLLI?... **NO!**... BECAUSE OF YOU, THEY CHOOSE **SPINACH!**

BEP

NO! I YAM NOT SMITTY'S BRUDDER HERBY!

...RIGHT IN THE LABONZA! ...RIGHT IN THE KISHKAS!

...SO WHAT IF THERE'S IRON IN SPINACH! THERE'S IRON IN **BROCOLLI!**... THERE'S IRON IN **PRUNES!**... THERE'S IRON IN **RAISINS!**... BUT WHEN KIDS WANTS TO GET STRONG, THEY CHOOSE GRITTY, LUMPY OLD **SPINACH! BECAUSE A MISERABLE, SQUINTY-EYED SAILOR BEATS UP EVERYBODY, THEY CHOOSE SPINACH! THAT'S WHY!**

SHOT

SPINACH! ...OY! ...SPINACH!

POOR POOPEYE! THERE'S NO MORE SPINACH LEFT!

HAH! ...AT THE BOTTOM OF THIS GARBAGE PAIL! SOME LEFT OVER SHREDS OF S-S-S-SPINACH!

CHOMP CHOMP GULP!

BROOKLYN DODGERS

INSTANT RICARE

POP

I'M POOPEYE THE SAILOR MAN

WHOOM

THAT TAKES CARE OF MAD-MAN SWEE'BACK!... HOW CAN I POSSIBLY EAT BROCOLLI, PRUNES OR RAISINS! DIDN'T THE POOR STUPID FOOL REALIZE THAT I AM BETTER KNOWN AS MAD-MAN POOPEYE THE SPINACH KING?

...THERE'S ONLY ONE THING I CAN'T FIGURE OUT, POOPEYE!... WHY IS IT THAT YOU DIDN'T GAIN STRENGTH WHEN I GAVE YOU THAT LAST BOWL OF FROZEN SPINACH I HAD IN THE REFRIGERATOR ...HAH?... WHY?... HAH? ...HAH, HAH? WHY?

ELEMENTARY! THAT WAS NO **SPINACH!** THAT WAS **CHARD!**

YOU MEAN IT WAS CHARRED SPINACH?

...NO, IT WAS CHARD!

...SPINACH?

...CHARD!

...CHARRED SPINACH?

...CHARD!

...SPINACH?

...CHARD!

...SPINACH CHARRED?

...NO, CHARD!

SWEE'BACK BURGER---

WINDY'S SIDEWALK CAFE

SCIENCE DEPT.: YOU EVER WATCH ONE OF THESE SPORTS NEWSREELS WHERE THEY'VE SPED UP THE CAMERA TO SLOW DOWN THE ACTION?_ BY GEORGE, THERE'S MORE GOES ON IN AN ACTION THAN MEETS THE EYE!... LIKE FORINSTANCE, LET US SHOW YOU WHAT HAPPENS TO A GOLF BALL, BY GEORGE (THAT'S GEORGE DOWN THERE).. WHEN THE GOLF CLUB STRIKES IT IN...

SLOW MOTION!

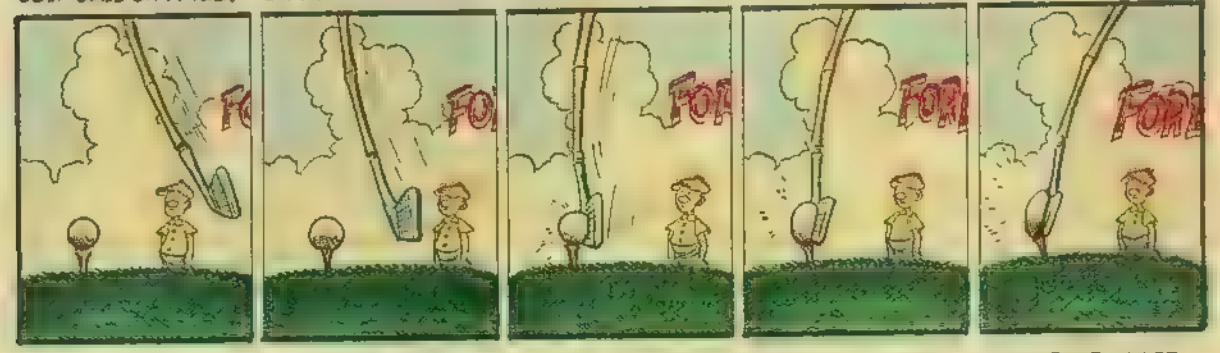
GOLF: HERE IS AN ORDINARY GOLF BALL ON A TEE!

. FROM THE RIGHT, THE GOLF CLUB APPROACHES ON DOWNWARD SWING!

HERE THE POINT OF CONTACT, WHERE CLUB TOUCHES SURFACE OF BALL.

. NOTE INTERESTING PHENOMENON CAUGHT BY THE SLOW-MOTION CAMERA.

NOTE HOW SIDE OF GOLF BALL FLATTENS AN INSTANT BEFORE LEAVING TEE!



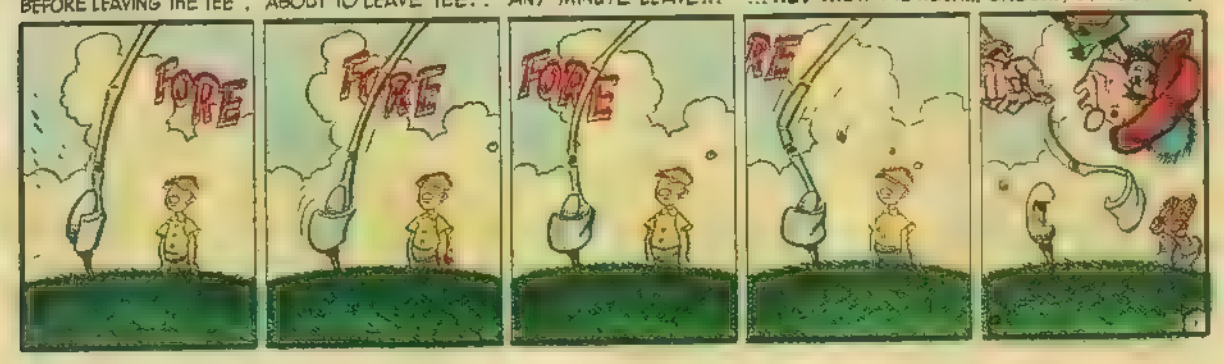
...STILL FLATTENING, BENDING THE CLUB AN INSTANT BEFORE LEAVING THE TEE.

...FLATTENING, BENDING... ANY MINUTE BALL IS ABOUT TO LEAVE TEE..

.. BENDING, FLATTENING BENDING... ABOUT TO ANY MINUTE LEAVE...

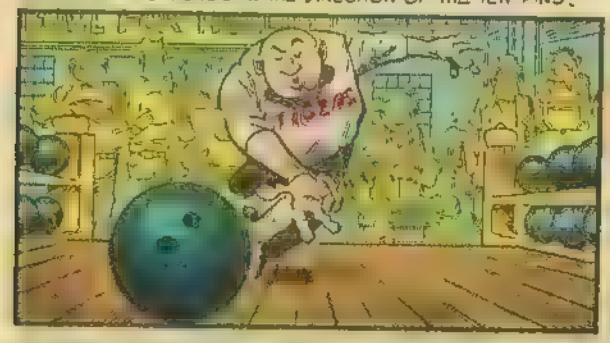
.. BENDING, LEAVING BENDING... ... ***HEY WHAT THE HECK...***

...SOMEONE NAILED THE BALL INTO THE GROUND, BY GEORGE!



BOWLING: TO THE NORMAL UNAIDED EYE ... AN EXPERT BOWLER APPEARS MERELY TO PROJECT THE SPHEROID IN THE DIRECTION OF THE TEN-PINS!

THE BALL THEN, APPEARS, TO YOUR NORMAL, UNAIDED, MISERABLE BLOODSHOT EYE, TO SHOVE THE PINS EFFORTLESSLY INTO THE PIT... ***BUT WHAT REALLY HAPPENS... HOOO HOOOoo...***



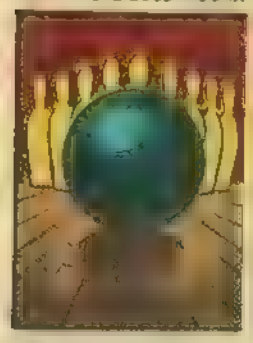
THE SLOW MOTION CAMERA COMES TO OUR RESCUE! THERE GOES THE BALL

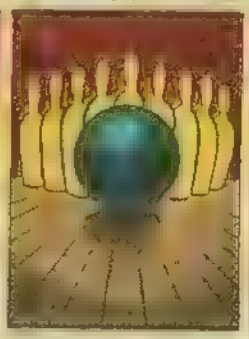
TURNING A CERTAIN SPECIAL SPIN YOU CAN ONLY NOTICE IN SLOW MOTION

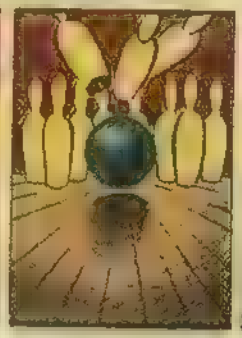
...THIS SPIN MAKING IT REVOLVE SO'S IT HITS THE MIDDLE PINS FIRST...

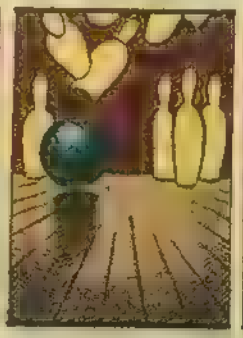
.. THEN THE CERTAIN SPECIAL WAY IT HITS MAKES IT TURN LEFT AND HIT...

.. AND IT HITS IN SUCH A SPECIAL WAY, IT TURNS RIGHT AND HITS..









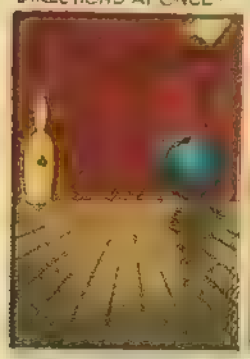
SO YOU SEE, IT ACTUALLY HITS IN THREE DIRECTIONS AT ONCE!

OF COURSE, THE UNAIDED EYE SEES ALL THIS ACTION AS A HAZY BLUR!

BUT THANKS TO OUR SLOW MOTION CAMERA, HA HA.. WE KNOW BETTER, EH?

THERE YOU SEE ALL THE PINS COMING TO REST IN THE PIT AND... UH OH...

...THANKS TO OUR SLOW-MOTION CAMERA, WE NOTICE ONE PIN STANDING!



HOWEVER, YOU WILL NOTICE BALL IS STILL SPINNING IN THE PIT

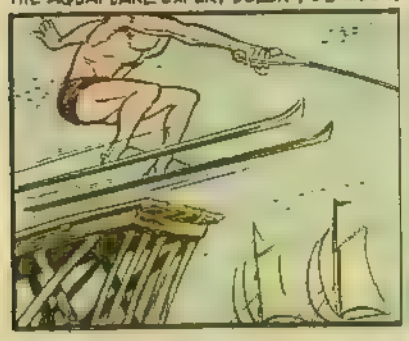
... IN SUCH A CERTAIN SPECIAL SPIN ENABLING IT TO LEAP FROM PIT ..

... STRIKING THE REMAINING PIN AND SPINNING BACK INTO THE PIT!

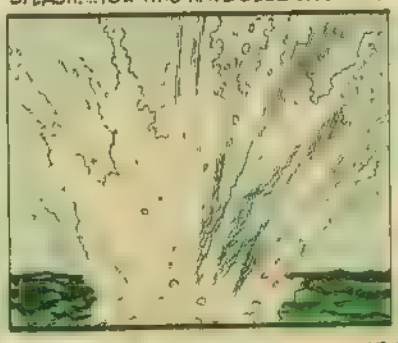
AND NOW EVERYTHING HAS BEEN STRUCK DOWN INTO THE PIT!

NEEDLESS TO SAY, THE UNAIDED EYE SEES ALL THIS AS A HAZY BLUR!

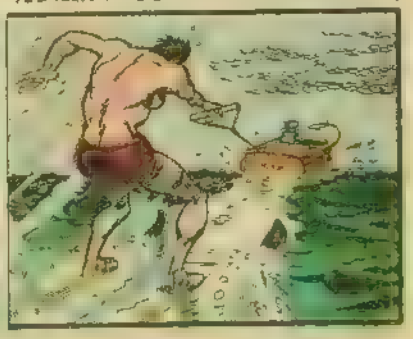
AQUAPLANING: TO THE NAKED EYE, THE AQUAPLANE EXPERT DOESN'T DO MUCH!



WE SEE HIM SAIL THROUGH THE AIR AND DISAPPEAR FOR AN INSTANT IN A SPLASH!...YOU WHO HAVE OBSERVED THIS.



OBSERVED THIS MERELY WITH THE NAKED EYE... ALL WE HAVE TO SAY TO YOU IS...SHAME ON YOU!. GO GET DRESSED!



THE MAGIC SLOW MOTION CAMERA REVEALS THE TRUTH OF THE SITUATION!

FROM THE LEFT, OUR AQUAPLANER DESCENDS TOWARDS THE WATER!

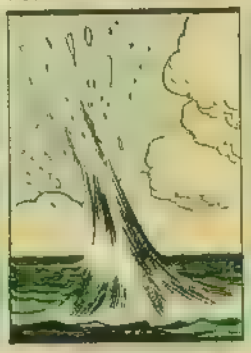
POINT OF CONTACT...NOTE SPLASH BEGINNING TO RISE FROM SURFACE!

NOTE HOW MOMENTUM ACTUALLY FORCES BODY INTO THE WATER!

NOTE HOW DEEP THE MOMENTUM FORCES BODY INTO THE WATER!

NOTE IN FACT HOW THE BODY GOES ***COMPLETELY*** UNDER WATER...

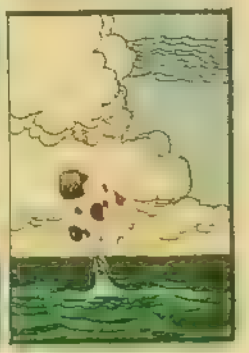
NATURALLY... ALL THIS HAPPENS SO FAST THE NORMAL EYE MISSES IT!



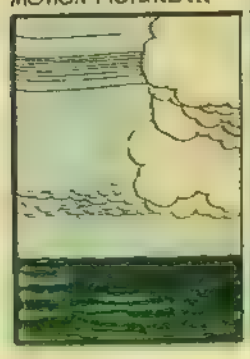
...I MEAN, IT MAY LOOK SLOW IN SLOW MOTION. ACTUALLY IT'S FAST!

. ACTUALLY THE BODY TAKES A FRACTION OF A SECOND TO BOB UP!

...THIS IS ACTUALLY ALL HAPPENING IN A FRACTION OF A SECOND..

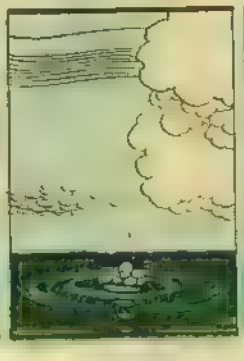


DON'T FORGET...THIS IS ACTUALLY A SLOW MOTION PICTURE...

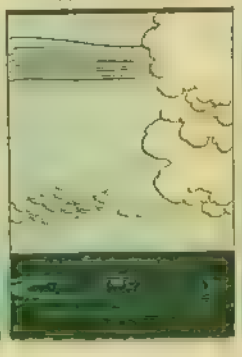


AND ANY SECOND, THE BODY WILL COME TO THE SURFACE ACTUALLY.

..ANY SECOND, TO THE SURFACE WILL ACTUALLY THE BODY COME..



. WELL HOW DO YOU LIKE THAT?. TSK TSK TSK!

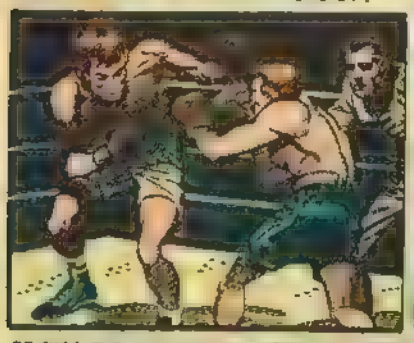


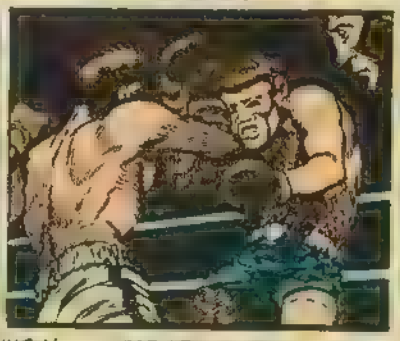
BY GEORGE... THE BOAT BY MISTAKE WENT INTO THE SHALLOWS!

BOXING: TO THE NORMAL EYE, BOXING IS NEVER EXCITING LIKE WRESTLING OR ROLLER DERBIES!

TO THE NORMAL EYE, A JAB MAY LOOK WEAK!... TO THE NORMAL EYE, A BLOW MAY LOOK HARMLESS!

.. HOWEVER... IF YOU GOT SUCH A BLOW TO YOUR NORMAL EYE, BOY ***WOULD YOU*** BE FARSHIMMELT...





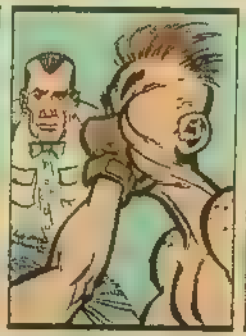
OF CUSS, THE MAGIC SLOW-MOTION CAMERA SHOWS YOU WO HOPPEN!

HERE THE SEEMINGLY SHORT JAB MAKES CONTACT WITH THE FACE!

...HERE WE SEE THE GLOVE BEGINNING TO SINK INTO THE FLESH!

.. BEING A "RIGHT CROSS," HERE WE SEE THE FACE BEING PULLED TO THE LEFT!

... NOTE HOW THE FACE COMPRESSES TO HALF ITS WIDTH!



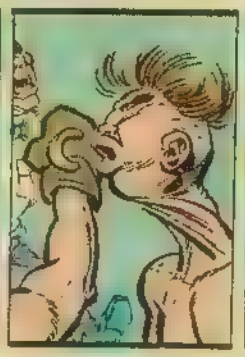
.. HERE THE GLOVE LEAVES THE FACE IN ITS LEFTWARD JOURNEY!

...NOTE THE POPPING SOUND WITH WHICH THE FACE RESUMES ITS SHAPE!

...NOTE THAT THE HEAD IS STILL SPINNING FROM THE BLOW!

...NOTE THE MOUTHPIECE EMERGING FROM THE FORCE OF THE BLOW!

.. NOTE HOW SOME TEETH FOLLOW THE MOUTHPIECE IN QUICK SUCCESSION!



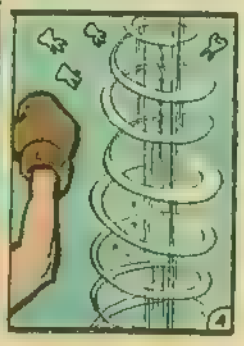
.. AND NOW WATCH HOW THE KNOCKOUT ***REALLY*** COMES ABOUT!

...NOTE HOW THE LEFT ARM IS ACCIDENTALLY BEING RAISED IN DEFENSE!

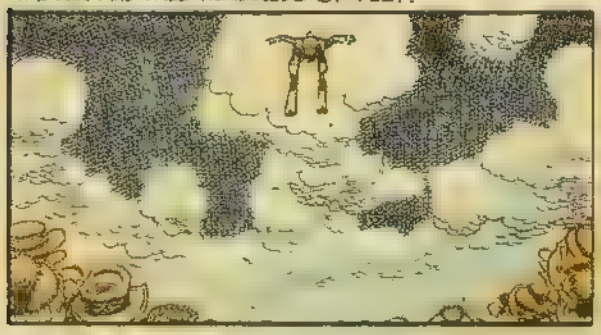
..NOTE THE HEAD, STILL TURNING FROM THE FORCE OF THE BLOW..

.. SMASHES ACCIDENTALLY INTO THE UPRAISED GLOVE, CAUSING KNOCKOUT!

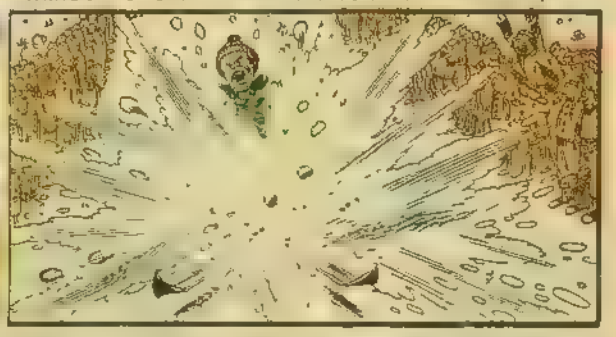
...AND FINALLY NOTE HOW THE AIR IS FILLED WITH REMAINING TEETH!



SKIING: TO THE NORMAL, AMERICAN EYE, WE THINK NOTHING OF SEEING THE SKIER FLY THROUGH THE AIR AND FALL HUNDREDS OF FEET!



...WE THINK NOTHING OF SEEING HIM LAND IN A BIG FLURRY OF SNOW!... LITTLE DO YOU KNOW WHAT THINGS GO ON IN THAT BIG FLURRY OF SNOW!



THE FURSHLUGGINER SLOW-MOTION CAMERA HAS ALL THE ANSWERS!

..HERE, AFTER DESCENDING, OUR SKIER MAKES CONTACT WITH GROUND..

..THIS PARTICULAR SKIER HAS MADE VERY FAULTY LANDING!

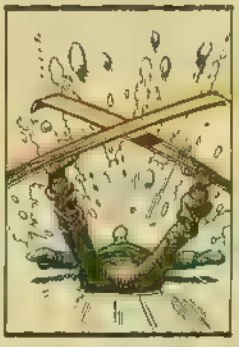
...HERE, SKIER, BECAUSE OF FAULTY LANDING, LEAVES GROUND!

..HERE SKIER REACHES APEX OF FIRST BOUNCE AND IS READY TO DESCEND!

...HERE SKIER DESCENDS! ...NOTE SKIS COMPLETELY OUT OF LINE!

.. HERE SKIER CONTACTS GROUND AGAIN. THIS TIME WITH BODY!

.. NOTE HOW BODY FLATTENS FROM FORCE TO HALF ITS DEPTH!



...HERE SKIER BOUNCES UP FROM GROUND FOR THE SECOND TIME!

...NOTE REMARKABLE ELASTICITY AS SKIER RISES OUT OF CAMERA RANGE!

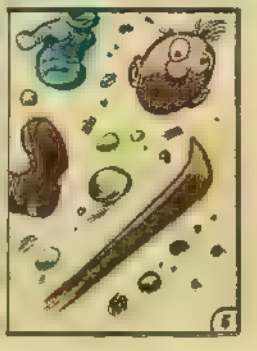
.. NOTE FOR MOMENT WHILE SKIER IS OUT OF PICTURE, DEEP GOUGES IN SNOW!

.. NOTE SKIER DESCENDS INTO PICTURE AGAIN, THIS TIME HEAD FIRST!

...NOTE HEAD ABOUT TO CONTACT GROUND WITH GREAT FORCE!

...NOTE FORCE WITH WHICH SNOW AND ROCKS ARE FLUNG FROM IMPACT!

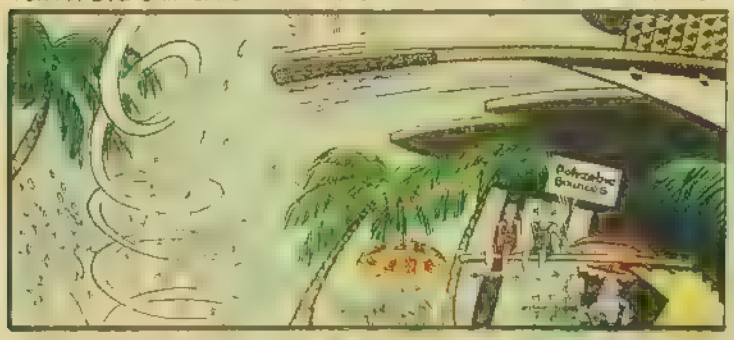
..NOW NOTE SEPARATE PARTS OF SKIER AS THEY BOUNCE UP FOR LAST TIME!



SWIMMING: NOW IN SWIMMING, WHEN THESE CHAMPIONS JUMP OFF THE DIVING BOARD, WHAT NORMAL HUMAN EYE CAN CATCH ALL THE GYRATIONS THEY DO IN ONE DIVE?

THE MAGIC YOU-KNOW-WHAT COMES TO OUR ©*m©# RESCUE!

.. HERE THE DIVER LEAVES THE BOARD IN A PERFECT "SWAN DIVE"!



...THEN HE SNAPS INTO AN INCOMPARABLE "JACK KNIFE .."

.THEN HE SNAPS INTO AN EXACT LEFT-HANDED "TWIST-ABOUT.."

THEN, HE SNAPS INTO A BEAUTIFULLY EXECUTED "TUMBLE ."

. THEN HE SNAPS INTO A GORGEOUS "RIGHT-HANDED TWIST ABOUT (UPSIDE-DOWN)"

.THEN HE SNAPS INTO A MAGNIFIQUE "GRAB-FOOTED FOLD-OVER..."

.. THEN HE SNAPS INTO A MARVELUEUX "GALLOPPING FALL-DOWN."

... THEN HE SNAPS INTO A WUNDERBAR "FALL-DOWN DRAG-OUT"... AND FINALLY

.. AS HE APPROACHES THE WATER, HE GRACEFULLY UNFOLDS...

...SLOWLY TURNING IN AIR IN A PERFECTLY EXECUTED "SWAN DIVE.."

...STILL TURNING SO'S THAT HE CAN MEET THE WATER HEAD-ON!

NOTE THE FEARLESS OUTTHRUST POSITION OF THE PLUMMETING HEAD!

... NOTE THE POINT OF CONTACT.. HOW THE POINT FLATTENS FROM INITIAL IMPACT!

...NOTE HOW THE BODY ACTUALLY COMPRESSES FOR AN INSTANT FROM THE FORCE!

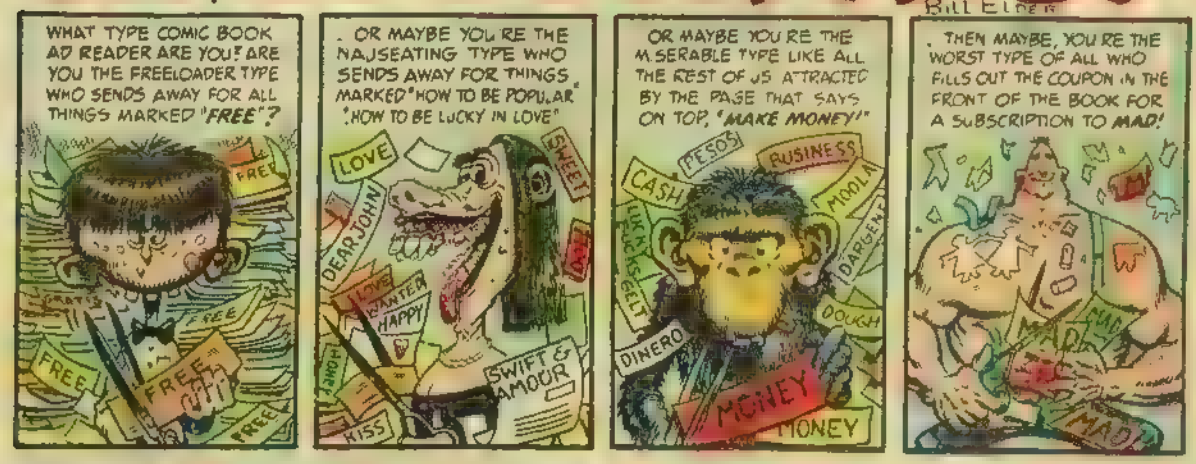
...

...WELL, WHAT DO YOU KNOW!... NO WATER IN THE POOL, BY GEORGE!

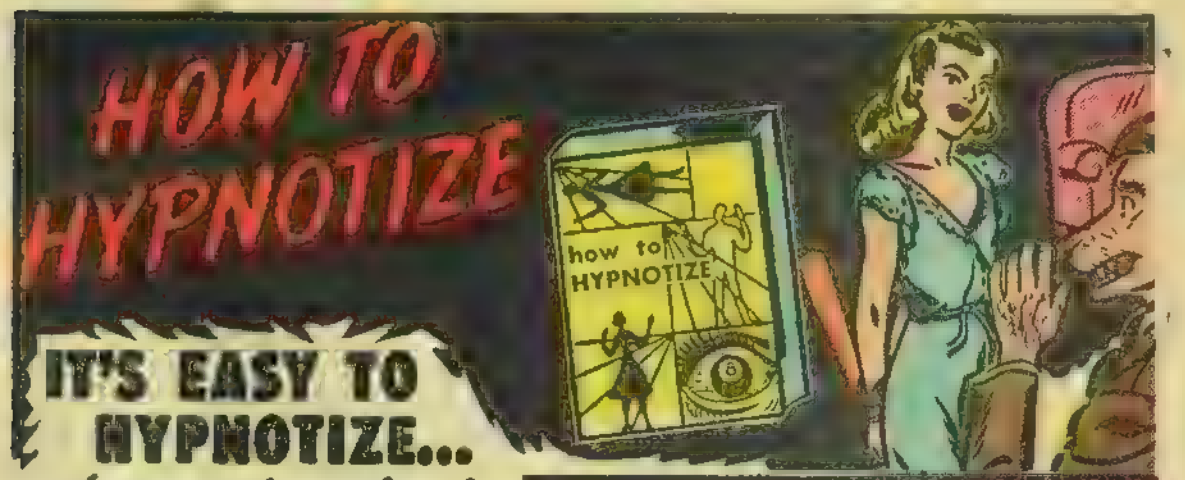
CUT-YOUR-OWN-THROAT DEPT.: AS OUR TINY RED EYES ROVE O'ER THE PILES OF DUSTY MAGAZINES IN OUR DARK LITTLE OFFICE, WE SUDDENLY REALIZE THAT WE'VE JABBED OUR POISONED PEN INTO EVERY PHASE OF COMIC BOOKS EXCEPT MAYBE LITTLE ODDS AND ENDS LIKE... TRADE-MARKS .. COPYRIGHT STATEMENTS .. AND COMIC BOOK ADS! SAY, HOW'S ABOUT THEM.

COMIC BOOK ADS!

Bill Elder



ANYHOW... LET'S TAKE A LOOK AT THESE TYPICAL-TYPE COMIC BOOK ADS! FORINSTANCE, HOW'S ABOUT THEM HYPNOTISM ADS...



IT'S EASY TO HYPNOTIZE...

when you know how!

Want the thrill of imposing your will over someone? Of making someone do exactly what you order? You do, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking . . . it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnotism. Also notice the position of her hand behind back which also plays most important part in hypnotism inasmuch since hand is holding baseball bat! To get your copy of our system of hypnotism listen carefully and concentrate . . . concentrate . . . you are getting sleepy . . . sleepy . . . concentrate . . . go to your mother's pocket-book . . . you will take out $1.98 . . . $1.98 concentrate . . . you will put it in an envelope with the coupon . . . WITH THE COUPON . . . concentrate you will go out and mail it and then you will wake up and when you do you will forget you ever read this comic-book CONCENTRATE . . . mail coupon to . . .

Concentrate Inc.,
998 98th St., N. Y. 98, N. Y.

CONCENTRATE — MAIL COUPON

CONCENTRATE INC., Dept. Welfare
998 98th St., N. Y. 98, N. Y.

Send me book on HOW TO HYPNOTIZE, oh master, for which I enclose $1.98
If not delighted, you will send my money back although I guess you will be delighted with my money.

Name _____

Alias _____

Cave Number _____

1

GET PRIZES...MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you! Admit it! By the way your beady little eyes are glistening and your tongue is hanging out, you know you want them! Heh heh heh . . . they're yours, you hear . . . all yours! All you have to do is sell packs of my beautiful Christmas Cards at 25¢ a pack and get your father to sign a paper I will send you marked "contract"!

I'm good old friendly "Uncle" Louie, heh heh heh, and I've been helping boys and girls earn MONEY for 36 years. I've been helping boys and girls earn plenty MONEY mainly for ME

I Will Send You Prizes Like These Without ONE CENT OF COST

Maybe with blood but without one cent of cost. MAIL Coupon for . . . heh heh . . . FREE Prize Book

BE FIRST IN YOUR NEIGHBORHOOD

Sell my pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarass every one of your relatives into buying a couple dozen packs. When sold — send ME the MONEY. Remember — ME, the MONEY send — MONEY — ME.

Thousands of smart boys and girls have been earning prizes this way. You can too — mainly because thousands of dumb boys and girls have also been earning prizes this way.

SEND NO MONEY, HEH HEH - I TRUST YOU...YOU FOOL YOU

"Uncle" Louie Inc., Dept. Parks
Boobyville, U S A

MAIL THIS COUPON Today

Please send me your BIG PRIZE BOOK and one order of 500 Christmas Packs. I will resell them at 25¢ each or *don't* send you the money and choose my prize.

Name _____

Bank Account Number _____

Address _____

YOUR OWN DRINKING CUP

Your prize for selling a mere 25 packs. Made especially for hiking and camping out. Your name on it or your name happens to be Dixie? Very useful in all sorts of emergencies.

BEAUTIFUL WRIST WATCH

for Boys and Girls

An Attractive Showpiece with Chromium case. Unbreakable Crystal, and genuine Leather Straps! No messy old working parts inside but an attractive showpiece. This watch is given without cost for selling just 300 packs of cards.

CADILLAC DELUXE CAR

This swell outfit is not a toy but the real thing. Be first in your neighborhood to have one. For selling only 50,000 packs of cards.

REAL FACTORY

This swell outfit, complete with railroad siding and water tank will give you hours of fun. Yours without cost for selling 5,000 packs.

RAILROAD TRAIN AND CARS

A genuine railroad train with pullman cars and caboose, fully equipped. Plus five miles of track to run on. Don't miss this outfit. For 1,000,000 packs.

CHEMISTRY SET

Perform feats of Chemical Magic. Make your own gunpowder and dynamite. This set for selling 1,000 packs.

GENUINE DISH-WASHING MACHINE

Ideal for washing dirty dishes. Great fun, especially if you climb inside while in operation. This prize at no cost or mere by selling 5,000 packs of cards.

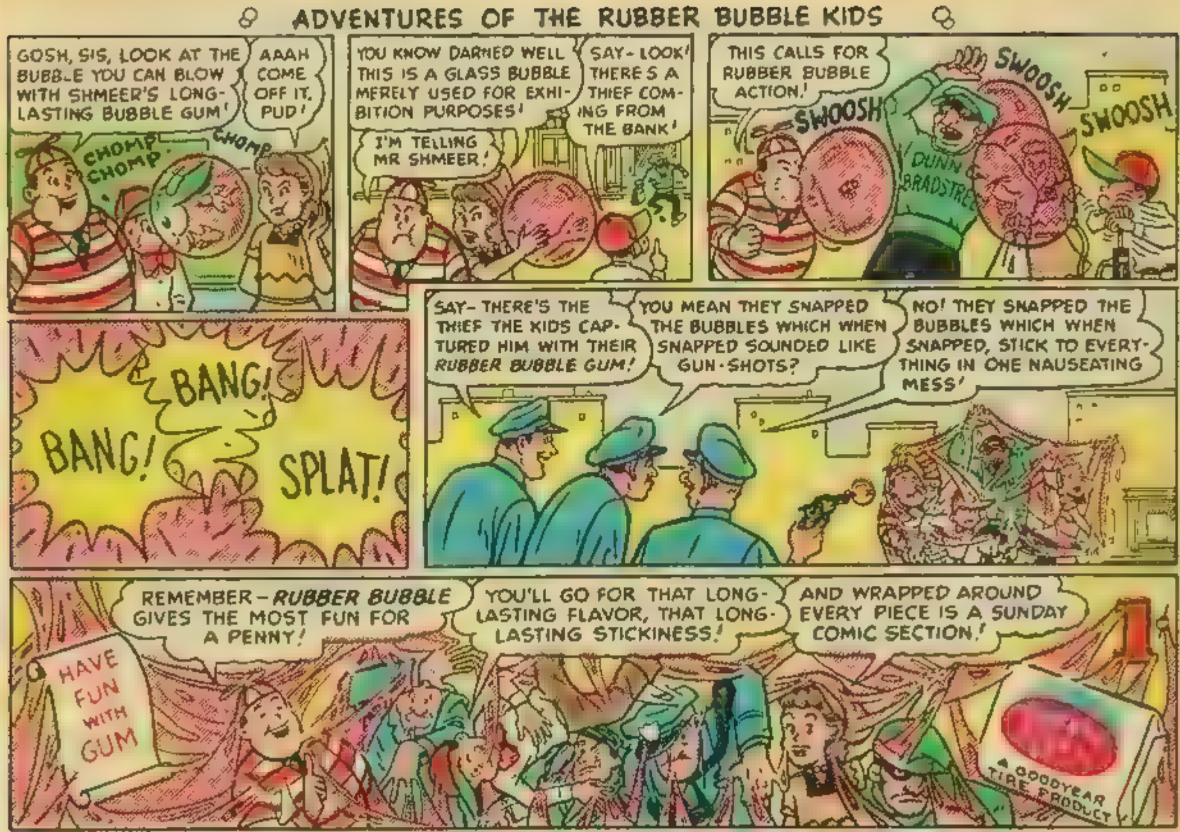
COLONIAL STYLE MANSION, COMPLETE

This swell outfit includes fully landscaped grounds and a Southern exposure. Can be had for a mere 100,000 packs.

REAL FULL LENGTH STEAMSHIP

What fun you'll have running it on real steam. Has swimming pool in everything. Complete with five miles of salt water to run on. Choice of Black or Green. 100,000,000 packs.

2.


ADVENTURES OF THE RUBBER BUBBLE KIDS
GOSH, SIS, LOOK AT THE BUBBLE YOU CAN BLOW WITH SHMEER'S LONG-LASTING BUBBLE GUM!
AAAH COME OFF IT, PUD!
CHOMP CHOMP
CHOMP
YOU KNOW DARNED WELL THIS IS A GLASS BUBBLE MERELY USED FOR EXHIBITION PURPOSES!
SAY-LOOK! THERE'S A THIEF COMING FROM THE BANK!
I'M TELLING MR SHMEER!
THIS CALLS FOR RUBBER BUBBLE ACTION!
SWOOSH
SWOOSH
SWOOSH
DUNN BRADSTREET
BANG!
BANG!
SPLAT!
SAY- THERE'S THE THIEF THE KIDS CAPTURED HIM WITH THEIR RUBBER BUBBLE GUM!
YOU MEAN THEY SNAPPED THE BUBBLES WHICH WHEN SNAPPED SOUNDED LIKE GUN-SHOTS?
NO! THEY SNAPPED THE BUBBLES WHICH WHEN SNAPPED, STICK TO EVERYTHING IN ONE NAUSEATING MESS!
REMEMBER-RUBBER BUBBLE GIVES THE MOST FUN FOR A PENNY!
YOU'LL GO FOR THAT LONG-LASTING FLAVOR, THAT LONG-LASTING STICKINESS!
AND WRAPPED AROUND EVERY PIECE IS A SUNDAY COMIC SECTION!
HAVE FUN WITH GUM
A GOODYEAR TIRE PRODUCT

319 STAMPS
ALL DIFFERENT
25¢
GUARANTEED $5,000.98 CATALOG VALUE
We Guarantee Our Catalog Says So
GUINEA
HITLER HEAD
TRIANGLE STAMP
T-SQUARE STAMP
STALIN HEAD
MONACO NUDES
C.O.D. STAMP
FREE!
MIDGET STAMP ENCYCLOPEDIA
Smallest Encyclopedia in country
Sure is small
Contains two pages
Profusely Illustrated
STAMPS
shluggner world — guaranteed $5,000.98 Catalog Value!
dreds of blank closets and attic spaces!
We're making this sensational offer — heh heh heh
name in blood. Hurry!
TROMP STAMP CO., Dept. Sanit.
98 Perforation Drive. Philadelphia, Pa.
Name
Address
Lawyer's Name

MORE BEAUTIFUL DANDELIONS TO LOOK!

ANNOUNCING

DEFENDER

BOLT ACTION WITH BREECH MUZZLE COVER

the famous

DANDELION ½ SHOT

DED RYDER COWBOY CARBINE

IS ON DISPLAY AT YOUR DEALERS NOW AND IS

[illegible] FOR CHRISTMAS

That's right! Ded Ryder just rode into your favorite hardware [illegible] goods [illegible] store [illegible] some new DED RYDER COWBOY CARBINES. [illegible] no good [illegible] Imagine! His horse busted 7 showcases, to say nothing of what he did to the floors! Anyhow, go see Dandelion's famous Cowboy [illegible] that holds 1,000 BBs. [illegible] how long you can hold the cops at bay. Handsome [illegible] modeled [illegible] Realistic full [illegible] grip molded [illegible] bayonet attachment [illegible] FREE [illegible]

No. M-1, Gew. 98

Only $5.75

NEW DANDELION CARBINE

[illegible] Dandelion [illegible] most [illegible] This [illegible] will make you the [illegible] Drop Dad in your dealer's today.

NEW DANDELION FLINT-LOCK

[illegible] single action beauty. Crude but effective. [illegible] exceptionally large [illegible] which can [illegible] a human body. [illegible]

DANDELIONS

GRAVITY-FED REPEATER

[illegible]

SHOOTERS! TRY THIS TRICK!

NO SPILLING WITH BULL-TITE POUCH!

REMINDS THEM TO GET YOU A

DANDELION FOR CHRISTMAS

ASK YOUR DEALER OR MAIL COUPON FOR

FREE REMINDER KIT

[illegible] elaborate [illegible] poster [illegible] Rifle that you want. Just think! If you can persuade your Dad to get you any Dandelion Rifle it will be comparatively easy to talk him into getting you another with the aid of your first Dandelion Rifle.

DANDELION BULLS EYE SHOT IS [illegible] for use in

DANDELION AIR RIFLES

APPROVED BY US OF COURSE!

MAIL COUPON!

DANDELION ARMS CO.
Dept. Defense, I.G. Farben, Europe
Please rush Dandelion Reminder Kit to me so I can start working on the old man.

NAME _____

RIGHT HAND, please print

thumb	[illegible]	middle	4th	pinky

Hi Pal! **Win $100** as I just did!

Come on, Buddy, Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained **25** Terrific LBS. of **HANDSOME POWER-PACKED MUSCLES** all over!

DO YOU KNOW WHAT—I'M STILL A SLOB!

I improved my **HE-MAN LOOKS 1000%**

I won **NEW STRENGTH** for money-making work! for WINNING at all SPORTS!

I won **NEW POPULARITY** Won NEW FRIENDS BOYS & GIRLS NEW CHANCES for BUSINESS SUCCESS

BEFORE

How did I do ALL This? My family is RICH so I GET ALL THE MONEY! I know I get 5 PICTURE PACKED HE MAN COURSES Which YOU can NOW get FREE but don't worry, boy I've got a way to get that old lost outta you

YOU CAN WIN a BIG 15 SILVER CUP as I just did with YOUR NAME engraved on it!

MELVIN TENDON

AFTER

He Mailed Coupon Below is Cleveland

BEFORE

He Mailed Coupon

90 lb. Skeleton

He says, I gained 70 lbs. of mighty muscle

heh heh EVEN IF THAT COUPON GETS LOST IN THE MAILS!

"I'm PROUD to be seen with Melvin NOW!" says Nellie. "Melvin can lift a 2700 lb. car. He can shoplift too. He amazes his friends!"

You'll be A Real ATHLETE in ALL SPORTS Soon after YOU mail Coupon

EVEN IF THAT COUPON GETS LOST IN THE MAILS

HOW TO MOLD MIGHTY TOE 1

HOW TO MOLD MIGHTY THUMB 2

HOW TO MOLD MIGHTY ELBOW 3

HOW TO MOLD MIGHTY PINKY 4

HOW TO MOLD MIGHTY EYEBALLS 5

COME ON, PAL, NOW YOU give me 10 PLEASANT MINUTES A DAY IN YOUR OWN HOME like Jim did and I'll give YOU A NEW HE MAN BODY for your OLD SKELETON FRAME

NO! I don't care how skinny or flab by you are. As long as you've got money! I'll make you OVER by the SAME method I turned myself from a wreck to the strongest of the strong YES, I will reveal to you the secret of using the word "SHAZAM"!

Develop YOUR 520 MUSCLES Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to your ARMS and CHEST Your BACK and SHOULDERS broadened From head to heels you'll gain SIZE, POWER, SPEED For you see we're going to ship you a BEE HIVE Each bee-sting guaranteed to swell you an INCH

"Congratulations, John! At last you mailed the coupon as EVERY MAN should Soon You'll be as big and strong as I am." says Jim Fullflex to John Haflex

"AMAZING SECRETS" course that will show you how to win $100. This course entitled "ARMSTRONG'S RACING SHEET".

LAST CHANCE ALL FREE COUPON

1. FIVE COURSES 2. RACING FORM 3. ENVELOPE 4. STAMP

Tell Me How to Get Something For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING 0808 LATISMUS AVENUE, DELTOID, MUSCLESIPPI

FREE FREE FREE FREE FREE FREE

POTAZEBIE BOUNCES

NAME ____ AGE ____

ADDRESS ____ CITY ____ ZONE ____

STATE ____

Mail Coupon in Time for FREE offer and PRIZES

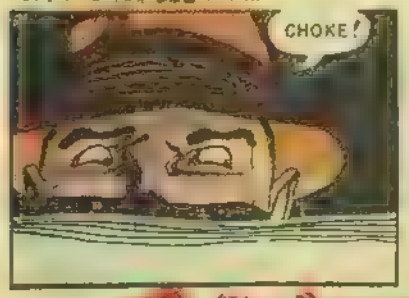
COMING ATTRACTIONS!

PATHOS! TENSION! EXCITEMENT!

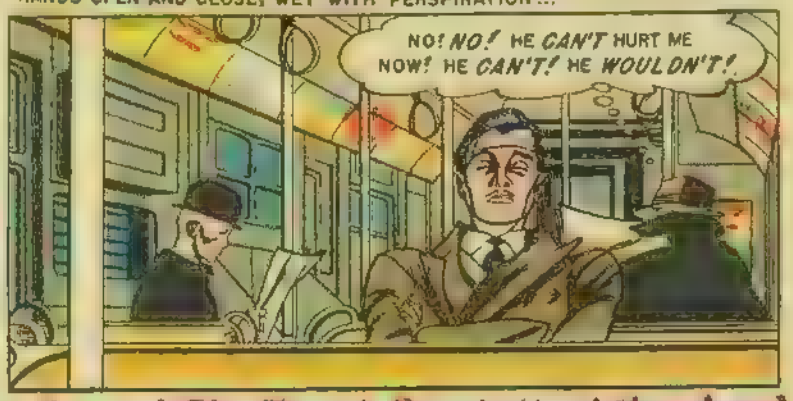
HERE IS A SCENE FROM ONE OF E.C.'S "NEW DIRECTION" MAGS..

IMPACT

AND THEN...DOWN DEEP INSIDE YOU YOU FEEL THE CHILL...THE COLD CHILL ...THE CHILL OF DEATH. YOU STARE AT THE PAPER ON YOUR LAP, UNABLE TO RAISE YOUR EYES...AFRAID TO SEE WHAT YOU KNOW IS THERE. BUT, AFTER A FEW TERRORIZED MOMENTS, YOU CAN'T STAND IT! YOU *DO* LOOK UP! AND YOU *SEE* HIM...



HE SITS STIFFLY, READING HIS PAPER, NOT LOOKING AT YOU, NOT NOTICING YOU. BUT *YOU'VE* SEEN *HIM*, CARL! YOU'VE SEEN HIS *FACE*... THE ONE YOU *KNEW* SOMEDAY YOU'D SEE AGAIN...THE FACE YOU'VE BEEN *AFRAID* TO SEE FOR *TEN LONG YEARS*. YOUR MOUTH TWITCHES. YOUR HANDS OPEN AND CLOSE, WET WITH PERSPIRATION...



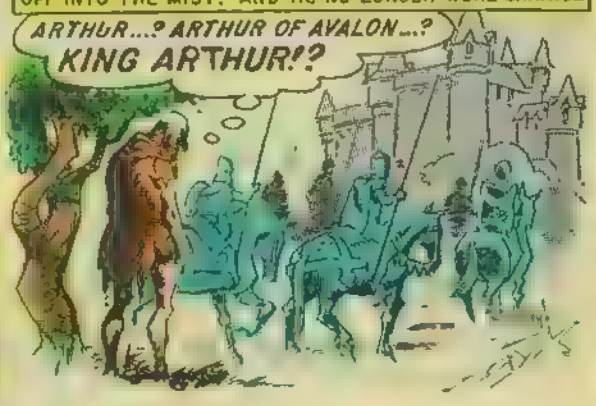
The Roman Arena! The French Revolution! Napoleon!

HERE IS A SCENE FROM ANOTHER OF E.C.'S "NEW DIRECTION" MAGS...

VALOR

THE OLD SWINEHERD LOOKED UP WITH HORROR AND AWE AS HIS TREMBLING HANDS WERE STRETCHED ACROSS A BOULDER AND HIS CHAINS WERE SHATTERED WITH THE BLOW OF A BATTLE-AXE...

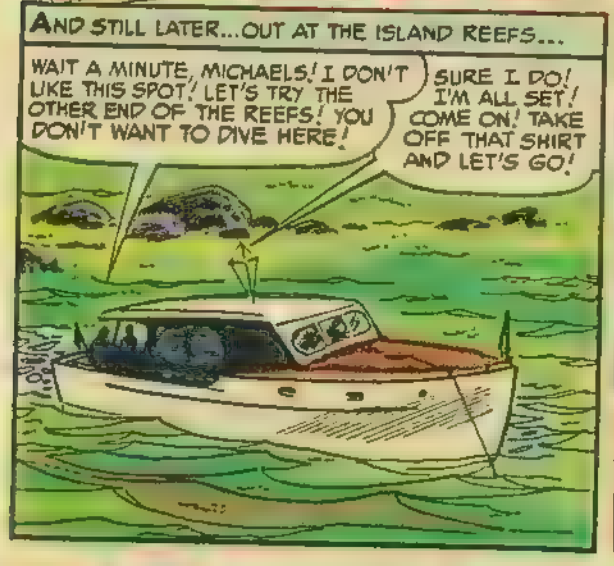
THE SERF STOOD BREATHLESSLY...UNCOMPREHENDINGLY...WATCHING THE KNIGHT AND HIS RETENUE RIDE OFF INTO THE MIST. AND HE NO LONGER WORE CHAINS...



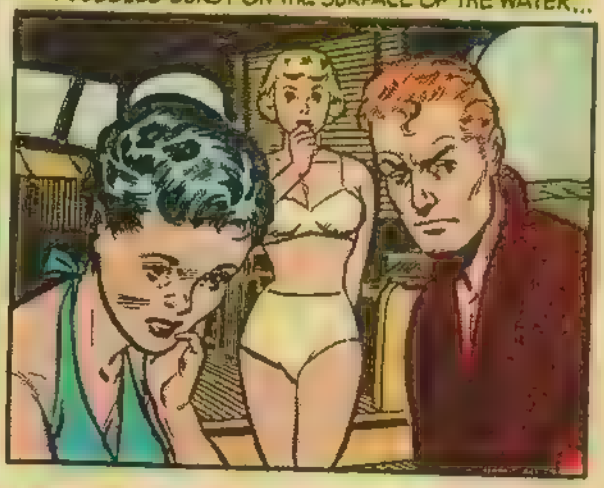
INTRIGUE! HEADLINES! THRILLS!

FOLLOW KEITH MICHAELS, W.P. SPECIAL CORRESPONDENT, IN E.C.'S "NEW DIRECTION" MAG...

EXTRA!



KEITH DIVES. IN THE BOAT, ANXIOUS, STRAINED FACES WAIT THROUGH THE LONG MINUTES, WATCHING THE AIR BUBBLES BURST ON THE SURFACE OF THE WATER...

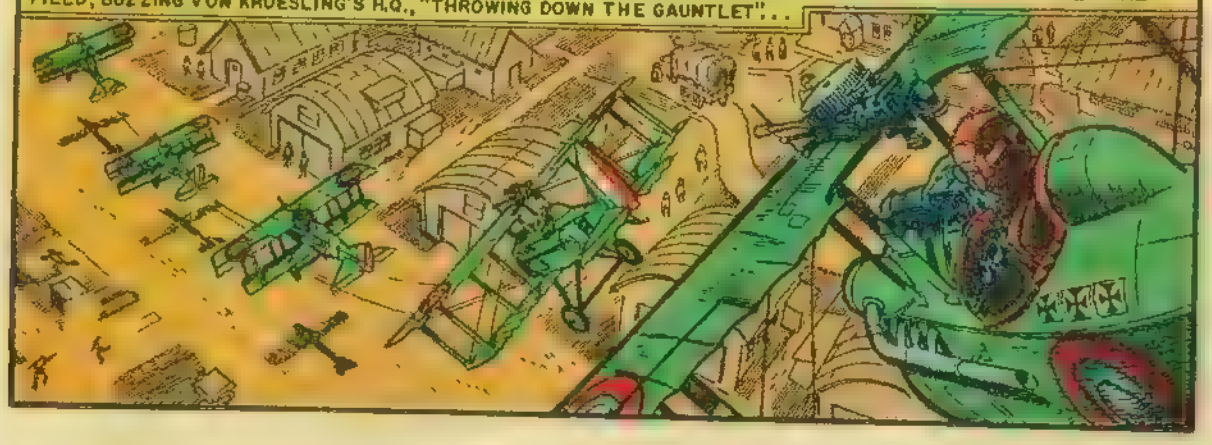


SCREAMING ACTION! BLAZING GUNS! EXPLODING FURY!

TAKE TO THE COMBAT SKIES IN E.C.'S "NEW DIRECTION" MAG...

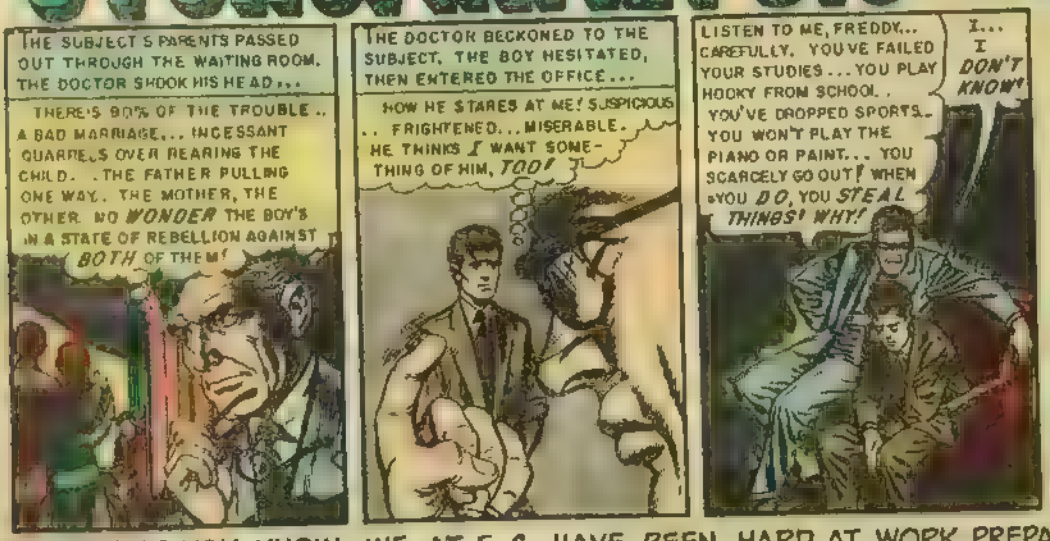
ACES HIGH

YES, THAT'S HOW IT *WAS*. EVERY DAY, WE *GALLANTLY FOUGHT* A *GALLANT ENEMY*... *WITHOUT REALLY HATING HIM!* WE COULDN'T EVEN HATE THE JERRIES A COUPLE OF DAYS LATER, WHEN *IT* HAPPENED. THE C.O., COL. MIKE PEPPER, HAD LED EIGHTEEN OF US OVER *JAGSTAFFEL II'S* AIRDROME. WE'D DROPPED LOW OVER THE FIELD, BUZZING VON KRUESLING'S H.Q., "THROWING DOWN THE GAUNTLET"...



And now, the most revolutionary idea ever presented in comics! Discover the innermost secrets of people searching for peace of mind in E.C.'s "New Direction" mag...

PSYCHOANALYSIS



AS MANY OF YOU KNOW, WE AT E.C. HAVE BEEN HARD AT WORK PREPARING A COMPLETELY NEW LINE OF MAGAZINES TO REPLACE THE ONES WE'VE DROPPED! AFTER MUCH HEAD-SCRATCHING, NAIL-BITING, AND BRAIN-RACKING... FOLLOWED BY PLENTY OF PENCILING, INKING, AND EDITING... WE ARE AT LAST READY TO UNVEIL OUR "NEW DIRECTION" MAGAZINES! TO AROUSE YOUR CURIOSITY, WE'VE PRESENTED THIS UNVEILING IN THE FORM OF COMING ATTRACTIONS! NOW YOU'VE SEEN THEM!

LOOK FOR THEM ON YOUR NEWSSTANDS!

IF YOU'D LIKE TO SUBSCRIBE TO ANY AND/OR ALL OF THESE "NEW DIRECTION" MAGS, FILL OUT THE COUPON BELOW, ENCLOSE $1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS
ROOM 706
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

PLEASE SEND ME 8 ISSUES OF THE MAGAZINE(S) I HAVE CHECKED. I ENCLOSE ONE DOLLAR ($1.00) FOR EACH SUBSCRIPTION.

NAME _____

ADDRESS _____

CITY _____ ZONE NO. ____

STATE _____

☐ IMPACT ☐ ACES HIGH
☐ VALOR ☐ PSYCHOANALYSIS
☐ EXTRA! ☐ MAD ☐ PANIC ☐ PIRACY

MOVIE DEPT.: PLEASE EXCUSE THE HANDWRITING! ... WE JUST SAW A PICTURE THAT MADE US SLIGHTLY NERVOUS! .. SUCH **ACTION!** .. SUCH **VIOLENCE!** PEOPLE GETTING **KILLED!** .. PEOPLE GETTING **BEAT UP!** **BLOOD** ALL OVER EVERYTHING! .. EVEN THE MUSIC ... INSTEAD OF MUSIC .. **DRUMS** .. THAT KNOCK YOU OUT OF YOUR SEAT! LIKE FORINSTANCE, HERE'S HOW IT STARTS IN.

UNDER THE WATERFRONT!

BLOM BLOM BLOOD OM

WOOD.

DUM DUM BOM BLOM

REMEMBER WHAT I SAID!

REMEMBER!

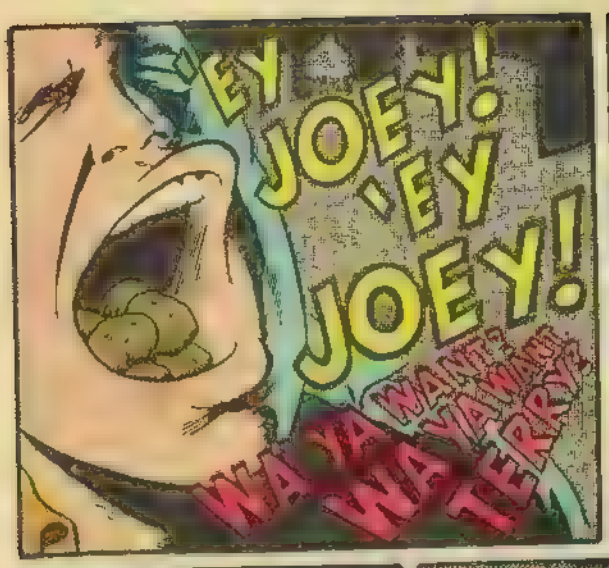
JUST YOU TELL FOUR GET TO

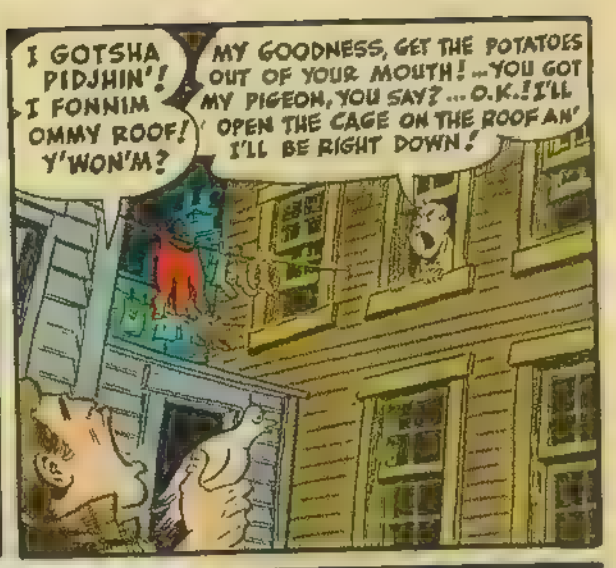
I'LL GET

ME!

GUESS BE

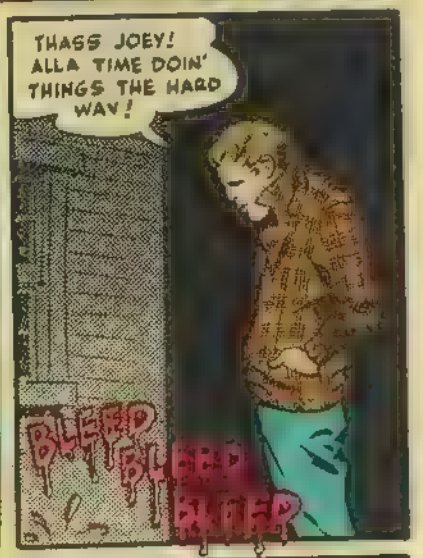
1

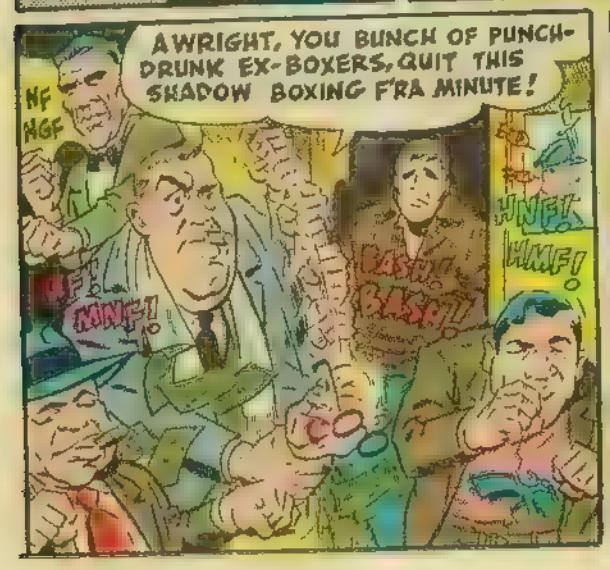

'EY JOEY! 'EY JOEY!
WA YA WANT TERRY?
WA YA WANT

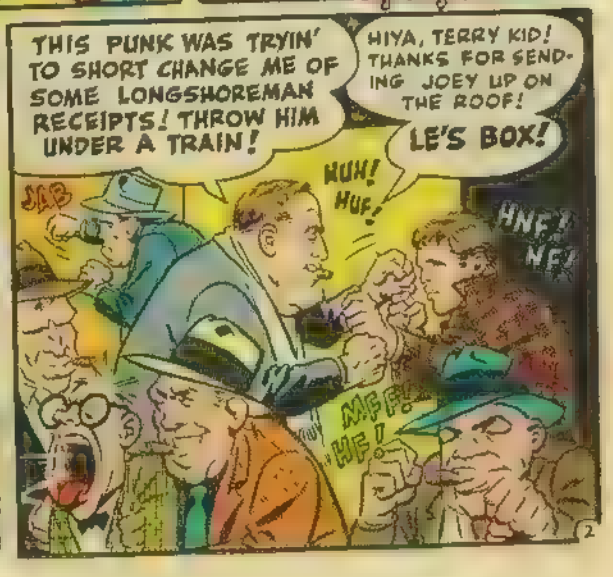

I GOTSHA PIDJHIN'! I FONNIM OMMY ROOF! Y'WON'M?
MY GOODNESS, GET THE POTATOES OUT OF YOUR MOUTH! ...YOU GOT MY PIGEON, YOU SAY? ... O.K.! I'LL OPEN THE CAGE ON THE ROOF AN' I'LL BE RIGHT DOWN!

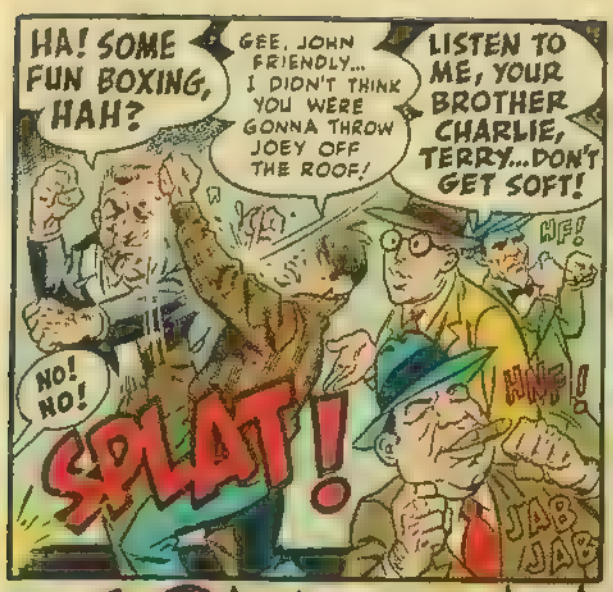
I'LL BE RIGHT DOWN...
YAAA

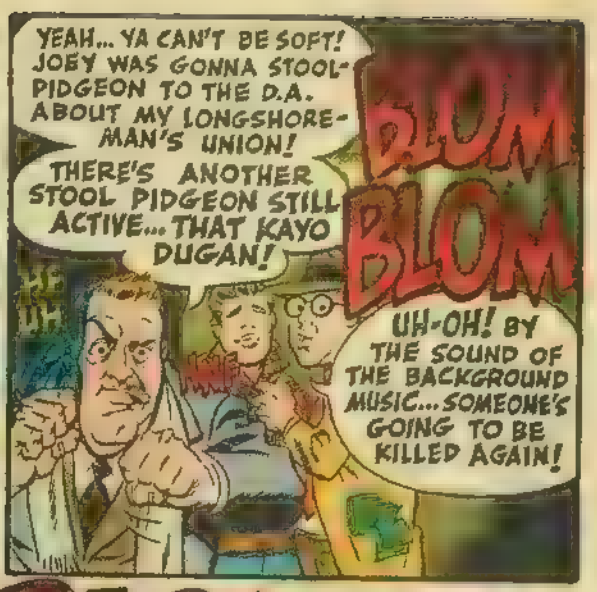
AAAAH
SPLAT!

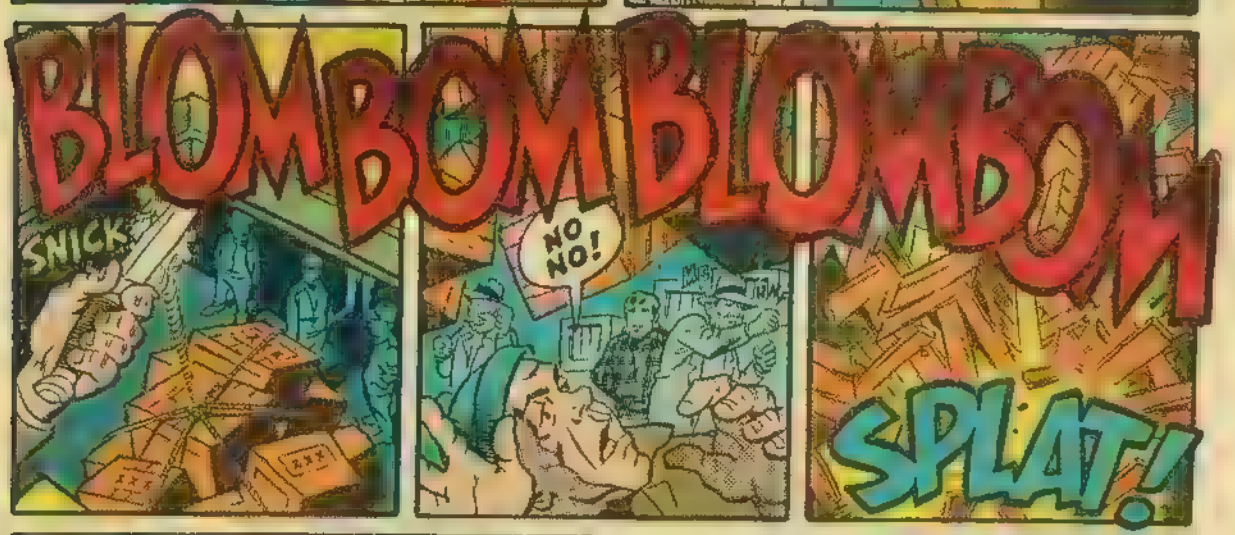

THASS JOEY! ALLA TIME DOIN' THINGS THE HARD WAY!
BLEEP BLEEP BLEEP

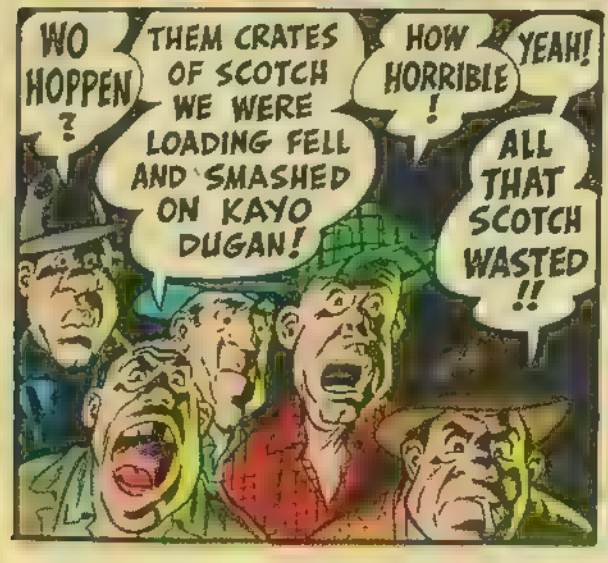

AWRIGHT, YOU BUNCH OF PUNCH-DRUNK EX-BOXERS, QUIT THIS SHADOW BOXING F'RA MINUTE!
NF NGF
MNF!
HNF! HMF!
BASH! BASH!

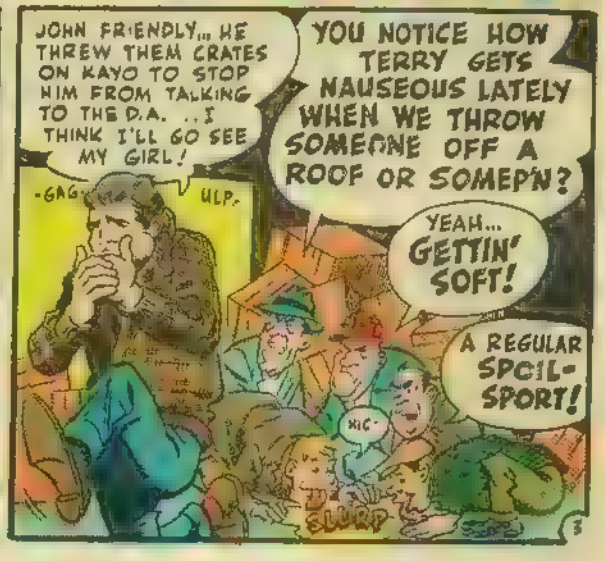

THIS PUNK WAS TRYIN' TO SHORT CHANGE ME OF SOME LONGSHOREMAN RECEIPTS! THROW HIM UNDER A TRAIN!
HIYA, TERRY KID! THANKS FOR SENDING JOEY UP ON THE ROOF!
LE'S BOX!
JAB
HUH! HUF!
HNF! NF!
MFF! HF!

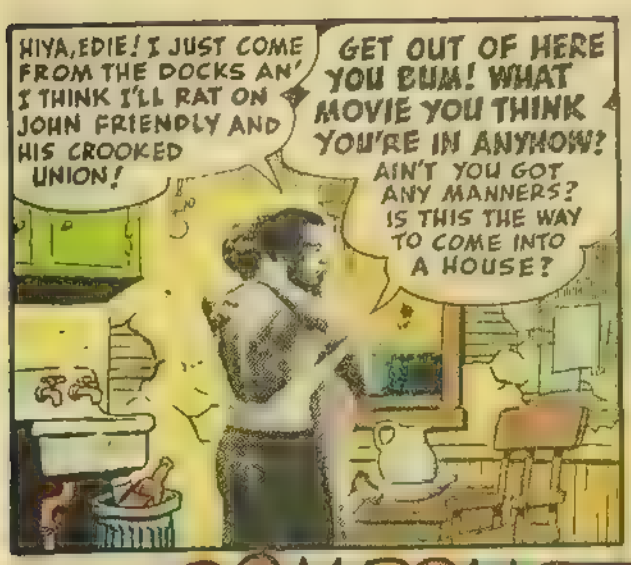

HA! SOME FUN BOXING, HAH?
GEE, JOHN FRIENDLY... I DIDN'T THINK YOU WERE GONNA THROW JOEY OFF THE ROOF!
LISTEN TO ME, YOUR BROTHER CHARLIE, TERRY...DON'T GET SOFT!
NO! NO!
SPLAT!
JAB JAB

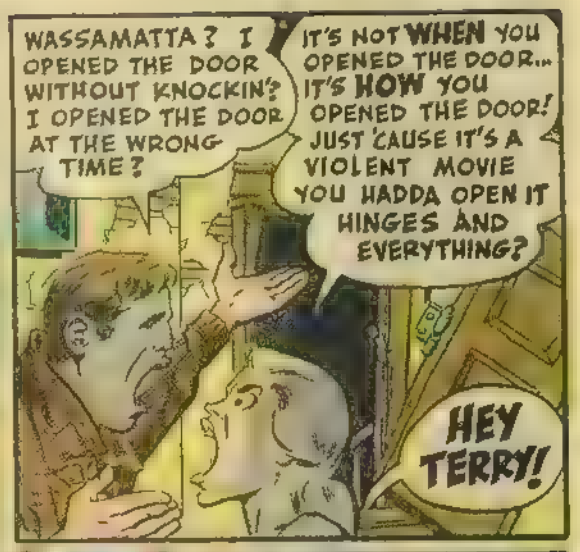

YEAH... YA CAN'T BE SOFT! JOEY WAS GONNA STOOL-PIDGEON TO THE D.A. ABOUT MY LONGSHOREMAN'S UNION!
THERE'S ANOTHER STOOL PIDGEON STILL ACTIVE... THAT KAYO DUGAN!
BLOM BLOM
UH-OH! BY THE SOUND OF THE BACKGROUND MUSIC... SOMEONE'S GOING TO BE KILLED AGAIN!

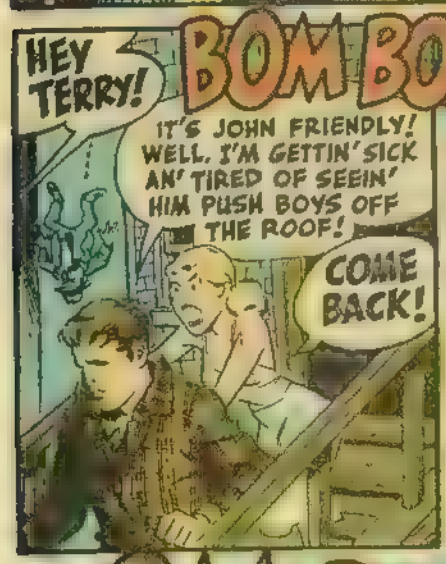

BLOM BOM BLOM BOM
SNICK
NO NO!
SPLAT!


WO HOPPEN?
THEM CRATES OF SCOTCH WE WERE LOADING FELL AND SMASHED ON KAYO DUGAN!
HOW HORRIBLE!
YEAH!
ALL THAT SCOTCH WASTED!!

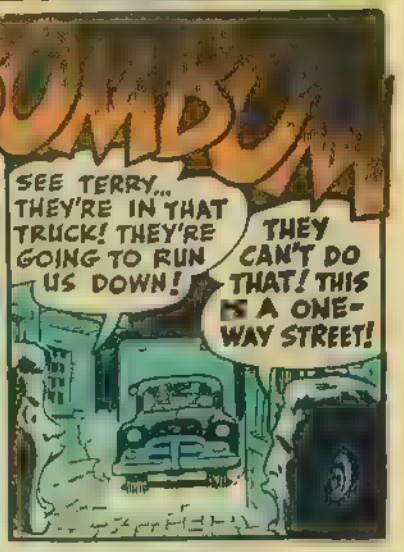

JOHN FRIENDLY... HE THREW THEM CRATES ON KAYO TO STOP HIM FROM TALKING TO THE D.A. ...I THINK I'LL GO SEE MY GIRL!
-GAG-
ULP.
YOU NOTICE HOW TERRY GETS NAUSEOUS LATELY WHEN WE THROW SOMEONE OFF A ROOF OR SOMEP'N?
YEAH... GETTIN' SOFT!
A REGULAR SPOIL-SPORT!
SLURP

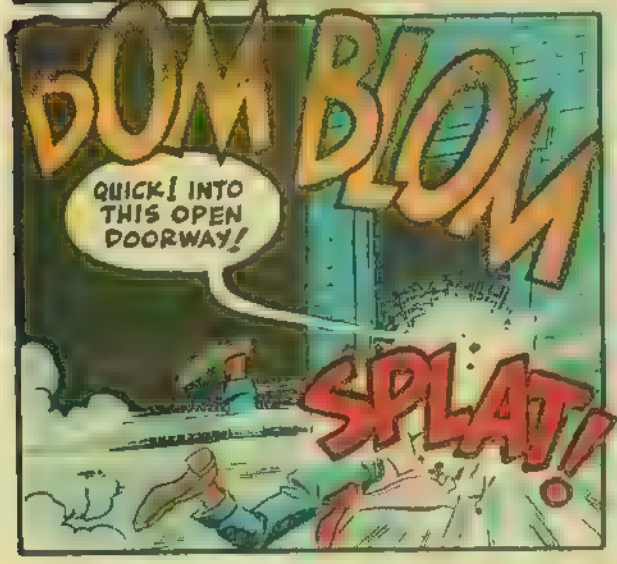

HIYA, EDIE! I JUST COME FROM THE DOCKS AN' I THINK I'LL RAT ON JOHN FRIENDLY AND HIS CROOKED UNION!
GET OUT OF HERE YOU BUM! WHAT MOVIE YOU THINK YOU'RE IN ANYHOW? AIN'T YOU GOT ANY MANNERS? IS THIS THE WAY TO COME INTO A HOUSE?

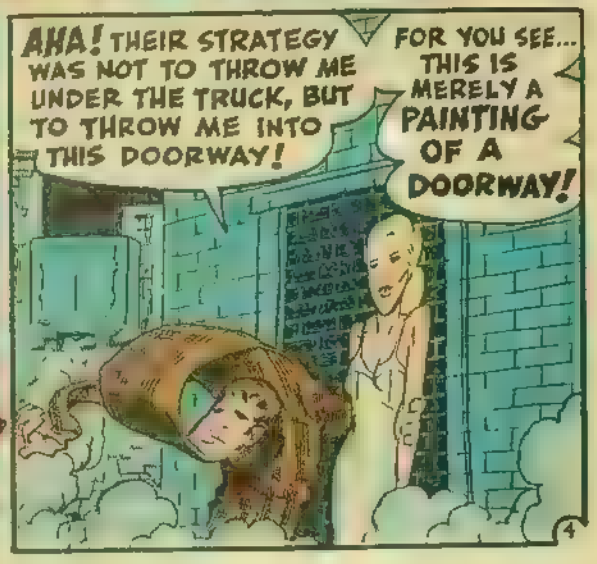

WASSAMATTA? I OPENED THE DOOR WITHOUT KNOCKIN'? I OPENED THE DOOR AT THE WRONG TIME?
IT'S NOT WHEN YOU OPENED THE DOOR... IT'S HOW YOU OPENED THE DOOR! JUST 'CAUSE IT'S A VIOLENT MOVIE YOU HADDA OPEN IT HINGES AND EVERYTHING?
HEY TERRY!

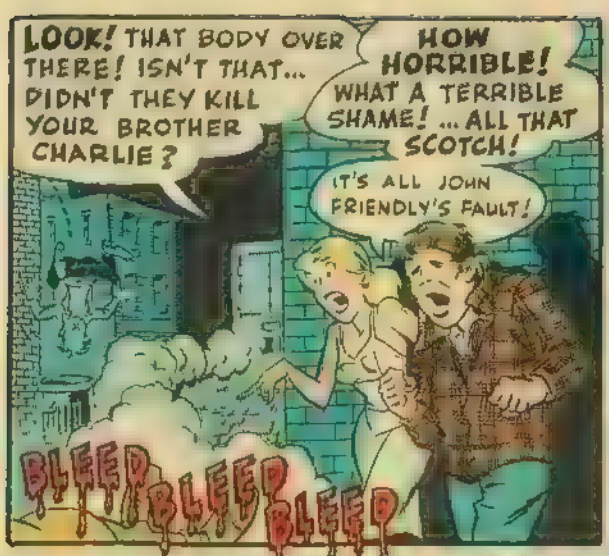

HEY TERRY!
BOM BOM BLOM BUMDUM
IT'S JOHN FRIENDLY! WELL, I'M GETTIN' SICK AN' TIRED OF SEEIN' HIM PUSH BOYS OFF THE ROOF!
COME BACK!

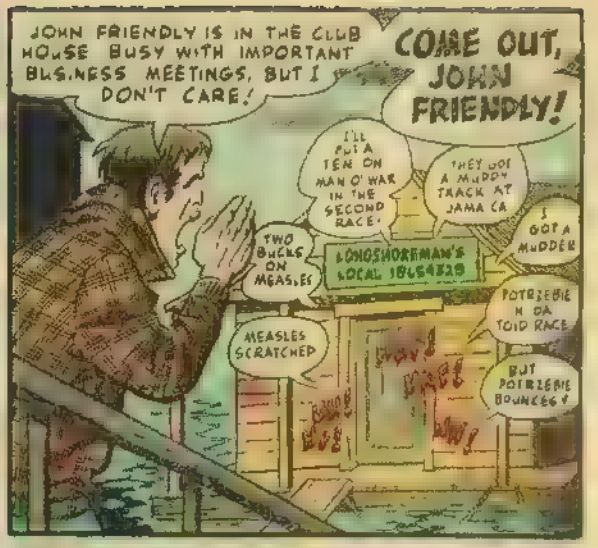
TERRY! CAN'T YOU REALIZE THEY'RE GOING TO KILL YOU?
LISTEN TO THE BACKGROUND MUSIC!

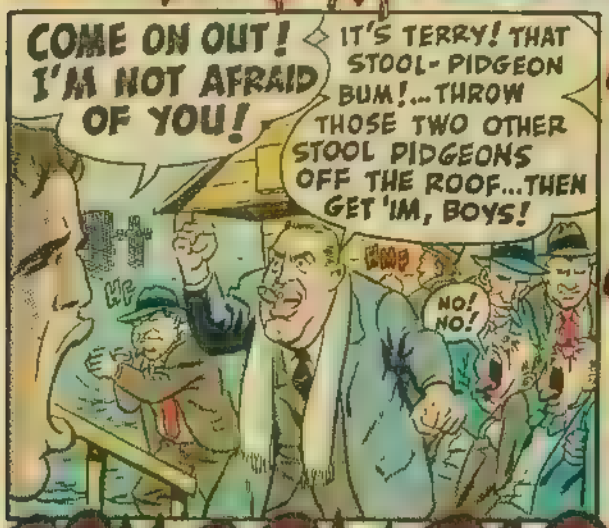

SEE TERRY... THEY'RE IN THAT TRUCK! THEY'RE GOING TO RUN US DOWN!
THEY CAN'T DO THAT! THIS IS A ONE-WAY STREET!


BUM BLOM
QUICK! INTO THIS OPEN DOORWAY!
SPLAT!

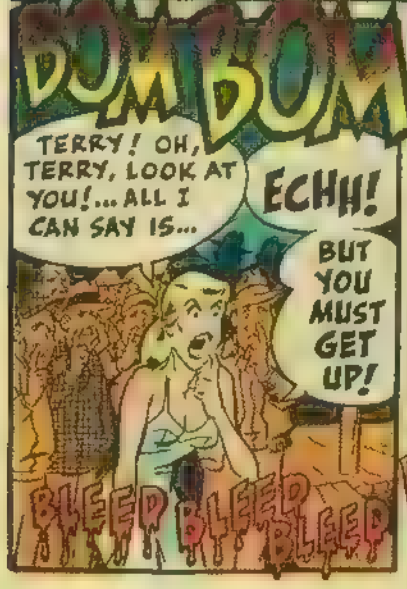

AHA! THEIR STRATEGY WAS NOT TO THROW ME UNDER THE TRUCK, BUT TO THROW ME INTO THIS DOORWAY!
FOR YOU SEE... THIS IS MERELY A PAINTING OF A DOORWAY!

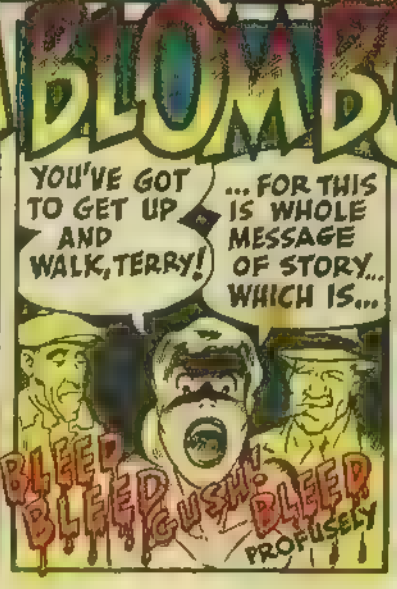

LOOK! THAT BODY OVER THERE! ISN'T THAT... DIDN'T THEY KILL YOUR BROTHER CHARLIE?
HOW HORRIBLE! WHAT A TERRIBLE SHAME! ... ALL THAT SCOTCH!
IT'S ALL JOHN FRIENDLY'S FAULT!
BLEEP BLEEP BLEEP

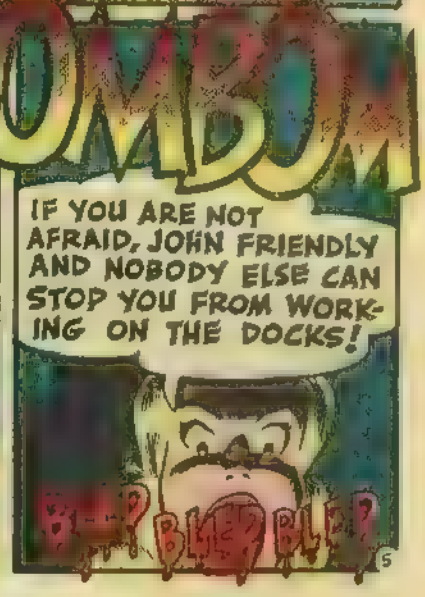

JOHN FRIENDLY IS IN THE CLUB HOUSE BUSY WITH IMPORTANT BUSINESS MEETINGS, BUT I DON'T CARE!
COME OUT, JOHN FRIENDLY!
I'LL PUT A TEN ON MAN O' WAR IN THE SECOND RACE!
THEY GOT A MUDDY TRACK AT JAMA CA
I GOT A MUDDER
TWO BUCKS ON MEASLES
LONGSHOREMAN'S LOCAL 1845-4329
POTRZEBIE N DA TOID RACE
MEASLES SCRATCHED
BUT POTRZEBIE BOUNCED!

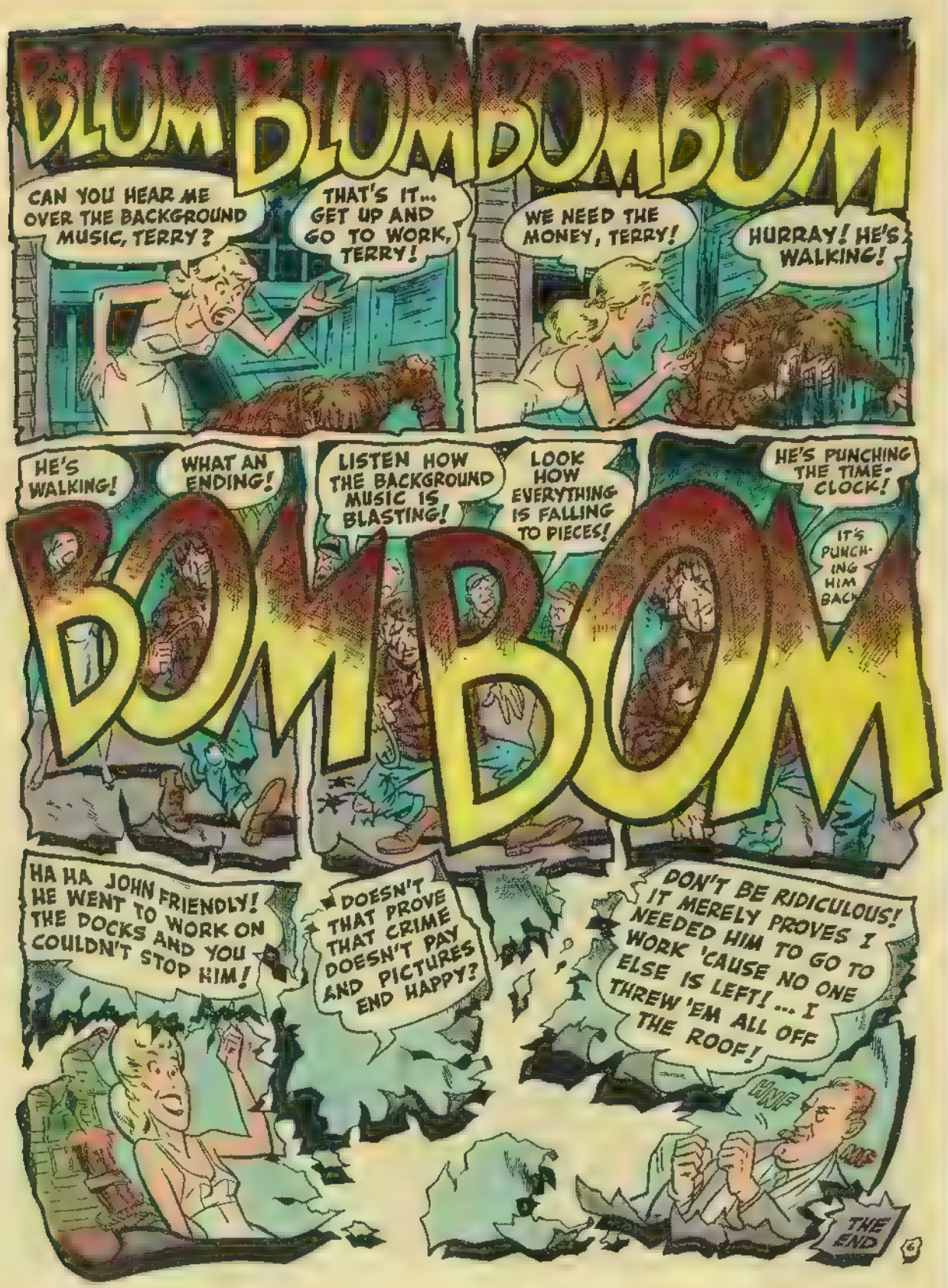

COME ON OUT! I'M NOT AFRAID OF YOU!
IT'S TERRY! THAT STOOL-PIDGEON BUM!...THROW THOSE TWO OTHER STOOL PIDGEONS OFF THE ROOF...THEN GET 'IM, BOYS!
NO! NO!

SPLAT! SPLAT! SPLAT!
GIVE IT TO 'IM GOOD, BOYS! NOW ANYONE WHO WANTS 'IM CAN HAVE HIM!


DOM BOM
TERRY! OH, TERRY, LOOK AT YOU!... ALL I CAN SAY IS...
ECHH!
BUT YOU MUST GET UP!
BLEEP BLEEP BLEEP


BLOM BOM BOM
YOU'VE GOT TO GET UP AND WALK, TERRY!
... FOR THIS IS WHOLE MESSAGE OF STORY... WHICH IS...
BLEEP BLEEP GUSH! BLEEP PROFUSELY


IF YOU ARE NOT AFRAID, JOHN FRIENDLY AND NOBODY ELSE CAN STOP YOU FROM WORKING ON THE DOCKS!
BLEEP BLEEP BLEEP


BLUM BLUM BOM BOM
CAN YOU HEAR ME OVER THE BACKGROUND MUSIC, TERRY?
THAT'S IT... GET UP AND GO TO WORK, TERRY!
WE NEED THE MONEY, TERRY!
HURRAY! HE'S WALKING!
HE'S WALKING!
WHAT AN ENDING!
LISTEN HOW THE BACKGROUND MUSIC IS BLASTING!
LOOK HOW EVERYTHING IS FALLING TO PIECES!
HE'S PUNCHING THE TIME-CLOCK!
IT'S PUNCHING HIM BACK
BOM BOM
HA HA JOHN FRIENDLY! HE WENT TO WORK ON THE DOCKS AND YOU COULDN'T STOP HIM!
DOESN'T THAT PROVE THAT CRIME DOESN'T PAY AND PICTURES END HAPPY?
DON'T BE RIDICULOUS! IT MERELY PROVES I NEEDED HIM TO GO TO WORK 'CAUSE NO ONE ELSE IS LEFT! ... I THREW 'EM ALL OFF THE ROOF!
WHIF
THE END

Finally, as this, our current session draws to a close, we look at our calendar and calculate that at this moment, you, our reader, are somewhere in the waning days of December . . . the twilight of the year.

And so we momentarily swivel our swivel-chairs about putting the lampoonery, the buffoonery out of sight and out of mind, and we take up the pleasanter spirit of purely good cheer.

To each and every one of you good readers, we would like to send to you our greetings of the season. To each and every one of you, may you have the Very-est, Merriest Christmas . . . and/or (depending when you read this, be that as it might), may you have the Happiest, Carefree-est New Year that you have ever experienced and may you have many many more of the same for the rest of your natural-born days.

—the Editors and Staff

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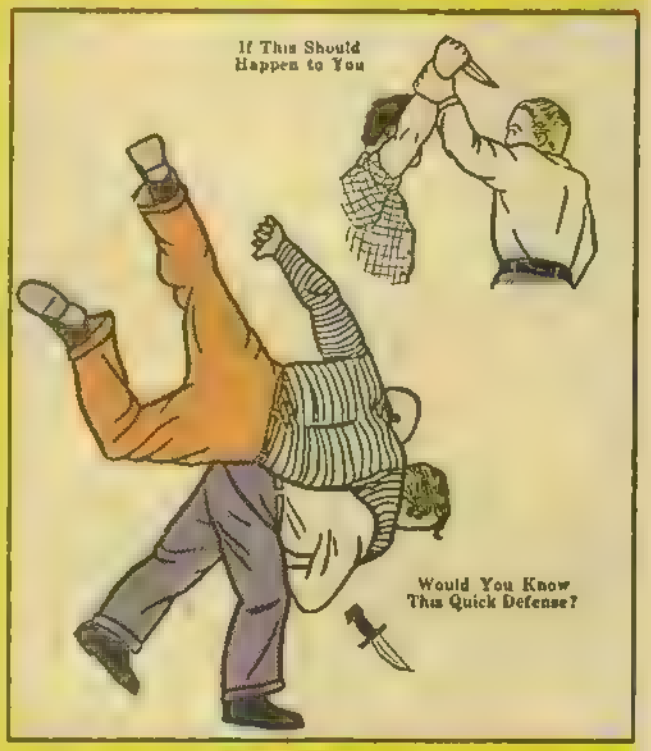

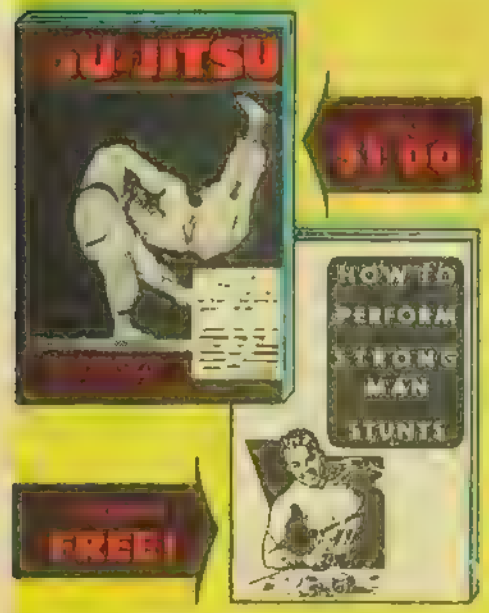

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